

1.1 INTRODUCTION

Nowadays companies are more concerned on individual consumer behaviour. It helps them to yield information about how the consumers think, feel and choose their products Every individual is consumer. Consumer behaviour is that the study of the processes involved when individual or groups select, purchase, use, or lose the merchandise, service, ideas or experiences to satisfy needs and desire (Michael R. Solomon,1998).

The expand view of consumer embrace rather more than the study of why and what consumer buy, but also focuses on how marketer influence consumers and the way consumers use the products and services. Customers are in an exceedingly tough spot. Individuals have exposed to different window of data and styles of products, many slew of choices and options available within the market place impulse their purchase decision.

Naturally you would like your business to achieve success in the end you're employed hard to attain it. Understanding your customers purchase behaviour is one among the weather that helps to achieve success. Without this understanding it makes gaining more customers difficult Especially in today's competitive world. It also helps once you want your customers to shop for more from your business. Consumer behaviour may be a widely studied field. Understanding it completely is impossible, because it's related so closely to human mind. However, forecasting how a personality behaves in purchasing situations may be estimated through previous purchasing decisions.

Consumers make buying decisions each day and plenty of people don't even know the factors that drive them to the present decision. Buying a candle comes almost automatically and doesn't need much information search. There are characteristics behind every buying decision that may come from cultural, social, personal or psychological factors. Each of those factors includes dimensions that may be employed in marketing Marketers can use these factors so subtle that customers won't even recognize it. Consumers might think that "I have always bought this same brand or product, but they are doing not recognize that the affecting factor behind this decision can come from their mind.

Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind. (Kardes et al. 2011, p. 8; Kotler&Armstrong 2010, p. 160.) A consumer's buying behavior is influenced by cultural, social, personal and psychological factors. Consumer behavior is a part of human behavior and by studying previous buying behavior, marketers can estimate how consumers might behave in the future when making purchasing decisions. (Kotler&Armstrong 2010, p. 160.)

This thesis studies factors influencing purchasing decisions through price, availability, promotional schemes, packaging here I have chosen popular candles as a look subject on this thesis. Candle is daily used commodity and therefore the purchasing decision are often made routinely with none conscious activity. It interesting to review how the buyer has ended up selecting the precise candle product and what has been the effect of price, availability promotional schemes, packaging within the customer purchasing decision on popular candles.

1.2 STATEMENT OF THE PROBLEM

In some ways, consumer decision-making behavior is much more complex than the corporate decision-making process. Marketers have researched consumer behavior for many years, and many articles have been published in marketing journals explaining how consumers make purchasing decisions. We now understand that consumers move through a well-defined process to make a decision.

In mapping out the buying process that consumers in, researchers have identified several factors of motivation that determine how consumers attach weight to or rate the

Importance of Product Features

Customers are the most important factor of a company. Considering this fact, the study was pertaining to improve the sales to hold the present customers and to attract new customers a detailed study is needed among current customers of the popular candles,

this study focused on factors influencing customer purchase decision on popular candles.

1.3 PURPOSE OF THE STUDY

To gain in-depth and analyses the factors that influence customer choices of buying candles Provide contributions to the company to gain better insights into customer mind and possibility to evaluate their opinion about the product also, the findings help to provide suggestions for product development opportunities.

1.4 OBJECTIVES OF THE STUDY

- ❖ To study the factors that influence customers in their purchase decision on popular candles.
- ❖ To know the most influencing factor from the findings

1.5 SIGNIFICANCE OF THE STUDY

Candle industry is one of the growing and well-established industries in case of sale and competition also. Since there is high competition between the industries, it is important to retain customers in the long run. The study about customer purchase decision gives firms specific information about positive and negative perceptions, which could improve marketing or sales efforts. Customer purchase decision study can become imperative tools for improving business and ensuring your customers are happy and loyal. A customer purchase decision study might be worthless unless it creates statistical data that can be scientifically analysed. This study helps for understanding the expectations and requirements of the customers. It is extremely important to satisfy customers because a retailer's sale comes from two groups of customers: new customers and repeat customers. In retailing, attracting new customers is likely to cost company five times as much as pleasing an existing customer. This study also helps to identify whether there are any obstacles for the customers to engage with the popular candle products. With the results of this study, the brand can do any corrections if needed and can increase the engagement of customers.

1.6 SCOPE OF THE STUDY

Understanding customers' needs It will help the company to know the factors that influence customers to purchase their product. Develop Competitive strategies for customer markets if needed

1.7 LIMITATION OF THE STUDY

Since the survey was done only Ernakulam and Thrissur the result obtained may not be taken as universal suggestion. Quality of the information highly dependent on the knowledge of the respondents.

The study was confined to the Ernakulam and Trissur, so the results may not be the same in other parts of Kerala which are having different market conditions.

The study was based on the assumption that the respondents will always be truthful and correct. But this assumption might not be true always.

About the economy:

In today's world and economic conditions, we all need to find very lucrative ways of investing our hand earned money in order to get a favorable Return-On-Investment (R.O.I.). There are many industries that are doing exceptionally well despite the so-called recession and economic slow-down. The Candle Industry is one such sector that is booming. Experiencing excellent annual growth, high consumer demand, low investment required and high returns, the Candle Industry is a recommended investment.

- sales of candle accessories.
- Candles are used in 7 out of 10 households.
- Candles come in an endless variety of sizes and shapes, from tapers, vouves, pillars and tea-lights to container/jar candles, floating candles, liturgical candles, outdoor candles, novelty candles, utility candles and birthday candies.
- Manufacturer surveys show that 90% of all candles are purchased by women.

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- Votives, container candles and pillars are currently the most popular types of candles with
- Candle industry research indicates that the most important factors affecting candle sales are scent, color, cost and shape.

1.8 ABOUT THE INDUSTRY

- There are more than more commercial, religious and institutional manufacturers of candles in the Kerala, in addition to scores of small craft producers for local, non-commercial use.
- Candles are principally sold in three (3) types of retail outlets:
 1. Specialty or gift shops:
 2. Department and home décor stores;
 3. Mass merchandisers (discount stores, drug store chains, grocery stores, etc.)
- Approximately 35% of candle sales occur during the Christmas/Holiday season.
Non
- seasonal business accounts for approximately 65% of candle sales.
- Major candle manufacturers typically offer between 1,000 and 2,000 varieties of candles in their product lines.
- It is estimated that more than 10,000 different candle scents are available to Kerala consumers.

1.9.1 CANDLE-USER PREFERENCES

- Consumers are increasingly purchasing candles as a focal point for their home décor, for aromatherapy-like relaxation and stress reduction.
- The majority of Kerala consumers use their candles within a week of purchase.
- Fragrance is by far the most important characteristic impacting candle purchases today, with three-fourths of candle buyers saying it is "extremely important" or "very important" in their selection of a candle.

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- Nine out of ten candle users say they use candles to make a room feel comfortable or cozy,
- Approximately three-fourths of candle users say they typically burn candles for 4 hours or less per sitting.
- Candle users say they most frequently burn candles in the living room (42%), followed by the kitchen (18%) and the bedroom (13%).
- Approximately one in five women say they use candles to decorate the yard, patio or other
- exterior areas, as well as the interior of their home.
- Both men and women consider candles to be an always-acceptable and highly appreciated gift for a wide variety of occasions.
- Candle purchasers say they view candles as an appropriate gift for the holidays (76%), as a house warming gift (74%), a hostess/dinner party gift (66%), a thank you (61%) and as adult birthday gifts (58%).

1.10 COMPANY PROFILE

Popular Industries, the candle manufacturing factory was started 31 years ago, in a fine X-Ms morning of 1968. This factory is functioning in Kerala State (south tip of India), the State blessed with most comfortable climate and known as "The God's Own Country", in Kochi (formerly Cochin), the city known as "Queen of Arabian Sea" Kochi has another speciality, it is the Industrial Capital and business centre of Kerala. The factory is easily accessible by Air and Sea. From Nedumbassery International Air Port of Kochi - 25 KM. From Kochi Sea Port 20 KM. The candles manufactured in Popular Industries, is marketed all over India and abroad in the Brand name "POPULAR CANDLES". In this well-equipped factory, more than 50 varieties of candles are manufactured and packed in strong attractive packets. Purely refined Paraffin wax manufactured in the best Oil Refineries in India as well as imported from different parts of the world is the major raw material.

Popular Industries is part of Pallippadan Group business started by Mr. P.P. Joseph in 1955 at Edappally, Kerala. The company established popular candle

brand in 1960 and became most recognizable name in Southern India. We are one of the leading manufacturers of different designer candles.

We are engaged in design, manufacturing and distribution of varieties of candles for domestic and world market. Our product portfolio includes gel candles, handmade candles, occasional candles (birthday, wedding etc.) and festival candles (Diwali, Christmas, New Year, etc.) tlights, dinner candles, household candles suitable for both domestic and export market.

As Popular Industries keeps best quality control and reasonable prices, a good percentage of internal requirement of candles in INDIA is catered from Popular Industries. Also, Popular Candles have demand and approval in lots of foreign countries. Popular Industries believe that, day by day increase of users of Popular Candles is another acceptance and approval on the candle.

1.10.1 products:

Tlite Candle

Cup Candle

Rose Flower Candle

Deepawali Chirath Candles

Festival Candle

Birthday Colour Candle

Decorative Candles

Grotto Candle

Gel Glass Candle

Perfumed Candles

Coconut Scented Candle

Altar Candles

Twisted Candle

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Thulabharam Candle

Wedding Candle

Torch Candle

VIP Candle

Last Supper Candle

Milenium Candle

Household Candle

President Candle

Tall Candle

Birthday Digit Candle

Christmas Special Candles

FUNCTIONAL DEPARTMENTS

1. PURCHASE DEPARTMENT

Planning and procurance of raw material and packing materials required for the manufacture of the Cattle Feed and Mineral Mixture Plant, Spares and Capital items required for the Engineering Stores, Laboratory Equipment, Glass ware and Chemicals, Furniture and Fixtures, and other miscellaneous goods. Documents will be held by department.

2. MARKETING MANAGEMENT

Popular candles marketing and all other purpose related to it. Documents hold by the Department includes; All the files, registers and documents related to the above purposes.

3. PRODUCTION DEPARTMENT

The functions of Production Department include the Planning and Execution of Production plans, the maintenance of the Equipment's and Machinery Department also the initiation of development works related to the Research and development for supporting the factory activities and execution of new projects. Documents held by the Department includes; The department handle with all the file pertaining to all the activities related towards the production, maintenance, development works and the projects.

4. PERSONNEL & ADMINISTRATIVE DEPARTMNT

- i. Recruitment and placement of the employees.
- ii. Employee Performance Evaluation
- iii. Matters of the staff
- iv. Employee training needs assessment
- v. Training and development programs
- vi. Welfare activities
- vii. Employee complaints
- viii. Wage and salary management
- ix. Maintaining the personnel record documents held by the department:
 - Employees personal files
 - All files related to the above functions

5. MATERIALS MANAGEMENT DEPARTMENT

- i. Receipt of the raw materials
- ii. Issue of the raw materials
- iii. Receipt of the spares
- iv. Issue of the spares
- v. Receipt of the finished goods.

6. QUALITY CONTROL DEPARTMENT

- i. Quality Control of incoming raw materials
- ii. Continuous Quality Control Activities
- iii. Completion of Feed Quality Control Activities
- iv. Extension activities related to the feeding practices
- v. Research & Development Activities documents held by the department
such as:

- ISO 9001:2000 certificate
- BIS certificate
- Records of Quality Control Activities

7. FINANCE & ACCOUNTS DEPARTMENT

Finance Function:

- 1) Make Optimal use of funds without endangering the company's financial solvency through decisions such as Capital Budgeting. Profit Planning, tax management and the working capital management.
- 2) Ensure control over the expenses by continually monitoring actual with that of the budgeted figures
- 3) constantly monitoring various operational activities to find out room for Cost control and Cost reduction.

Accounting Function:

- 1) Cash receipts and payments are accurately recorded so that all accounts payable and receivable are correctly reflected
- 2) All Assets and Liabilities are recorded and classified in accordance with the statutory requirements that reflect the financial position of the company on any given date.
- 3) All Income and Expenses of a specific period shall be accurately reflected in accordance with the relevant statutes to measure the work results of that period.

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- 4) To ensure the truthfulness and accuracy of financial statements, in particular Balance Sheet and Profit & Loss Account

Documents held by the department include:

All relevant Books of Accounts must be maintained according to the requirements of the applicable statutes.

8. SECRETARIAL DEPARTMENT

- 1) In order to conduct Board Meetings, Audit Committee Meetings and shareholders Meetings in accordance with the provisions of Companies Act, 1956.
- 2) To file the periodical returns to the relevant authorities concerned under the Companies Act, 1956.
- 3) To create agenda notes for the above meetings and Minutes of meetings and coordinate with departments to implement boards decisions.
- 4) Various functions related to the company's finance and accounting matters.

Documents held by the department include:

- 1) About the agenda notes of various meetings.
- 2) Various meetings minutes
- 3) A copy of return filed with the authorities.
- 4) Various other registers maintained under the provisions of the Companies Act, 1956.

9. EDP DEPARTMENT

- 1) Electronics Data Processing (EDP) of the firm in vital areas such as Purchase Management, Marketing Management, Management and Information Systems etc.
- 2) Development and Maintenance of ERP (Enterprise Resource Planning) solutions in the firm.
- 3) Software as well as hardware maintenance.
- 4) Timely update of software and hardware.
- 5) Establishing high-end Communication besides computer technologies to the Company.

10. PROJECT DEPARTMENT

Functions:

- 1) Co-ordination of activities related to the implementation of new projects
- 2) Project feasibility study and give recommendation to managing directors
- 3) Locating funding sources and available funding for these projects

2.1 INTRODUCTION

A literature review is a thorough summary of previous research on a particular subject. The literature review examines scholarly articles, books, and other sources that are related to a specific study topic. This previous study should be enumerated, described, summarised, objectively evaluated, and clarified in the review. It should provide a theoretical foundation for the study and assist the author in determining the scope of the study. The literature review acknowledges the efforts of earlier researchers, assuring the reader that the study is well-thought-out. By acknowledging a previous work in the subject of study, it is expected that the author has read, evaluated, and assimilated that work into the current work. A literature review provides the reader with a "landscape," allowing them to fully comprehend the field's advances. The reader may see from this landscape that the author has incorporated all (or the vast majority) of earlier, significant works in the topic into her or his research. A literature review may be required as part of graduate and post-graduate student work, such as for a thesis, dissertation, or journal article. In a research proposal or prospectus, literature reviews are also common (the document that is approved before a student formally begins a dissertation or thesis). Evaluative, exploratory, and instrumental literature reviews are the three most common types. The systematic review, a fourth type, is typically classed separately, but it is essentially a literature review focused on a research problem, with the goal of identifying, evaluating, selecting, and summarizing all high-quality research evidence and arguments related to that question. A meta-analysis is a systematic review that employs statistical tools to efficiently aggregate the data from all of the studies in order to obtain a more reliable result. An integrative literature review is described by Torraco (2016). An integrated literature review's goal is to develop new knowledge about a topic by reviewing, critiquing, and then synthesising the literature under consideration. I conducted a review of literature for this study in order to have a better understanding of factors influencing customer purchase decision. Here I've compiled a list of studies that have helped me learn more about my subject.

2.2 REVIEW OF LITERATURE

Several different approaches have been made to explain consumer behaviour concerning private labels. Most studies examined private label consumer behaviour in association with demographic and socio-economic characteristics. However, attitude and behavioural characteristics are also highlighted as important determinates of store brand proneness than demographic and socio-economic characteristics (Baltas, 1997). Consumer previous knowledge and experience have greater extent to process the brand, but it depends on the weight of consumer prior knowledge and cognitive ability (Bettman, J.R. and Park, C.W., 1980).

And other researchers proved that perceptions of quality and availability are influencing individuals' buying behaviour prior to demographic, psychological and shopping behavior (Szymanski, D.M. and Busch, P.S., 1987). Whereas familiarity with store brand, extrinsic cues (such as price and package), perceived quality variation, perceived risk, and perceived value for money, income and family size (Richardson, P.S., Jain, A.K. and Dick, A., 1996).

Additional study also showed the difference in perception of consumers in the marketing stimuli results in different purchasing behaviour (Livesey, F.; Lennon, P., 1978). This thesis considered various variables referred by the aforementioned researchers and examined possible relations within them in order to find out consumer behaviour toward the popular candles.

- Promotional activities and other relevant factors of purchasing decision making attract customers to at least try the product, and then decide if the quality meets the necessary requirements of their needs and demands

- According to (Parker, 1997) "On the consumer side, promotional activities increase buying behaviour for those who have a positive attitude and or trust towards the products"

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- Price is the amount of money a consumer sacrifices to obtain the product (Zeithaml 1988) Price is classified into two parts that is objective price and perceive price Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product (Donald R., Lichtenstein & Scot B... 1989) Consumer perception with respect to price is different and has a positive and a negative influence on the buying behaviour.
- According to Hoch & Banerji (1993) economic recession have impact on purchase decision when income decreases consumers become price consciousness and shift their preferences to the alternatives.
- On the contrary, some consumers might associate low price with low quality. Those consumers who think price is an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality (Bao Y, Y and sheng 2011).
- Quality is defined as evaluation of excellence and superiority of the product (Zeitham, 1988)
- In the previous studies, some researcher argued that quality cannot be defined and quality is objective which can be measured in a different thought others believed quality cannot be measured.
- Combining this two approaches quality is divided in in objective of quality and perception of quality (anselmsson, ULF, & person, 2007) Objective of quality is evaluation of the product based on physical characteristics.

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- While perception of quality considers subjective notation which is consumer evaluation of the product and judgment that based on some attributes and lower quality makes consumer to be unsatisfied.

- Pinya Silayoi and Mark Speece (2004), defines the basic functions of packaging logistically and marketing by their role. The logistical function of packaging is mainly to protect the product from incidence of damage, spoilage or loss through theft or misplace goods during movement through the distribution channel.

- While in the context of marketing function, the packaging should be attractive enough and well design, so that it conveys the message of product attributes clearly. Innovative and attractive packaging may actually add value to the product if it meets a consumer need such as portion control, recyclability, tamper-proofing, childproofing, easy-open. easy-store, easy-carry, and non-breakability. Availability of product is also an important factor that influence the customer. If the product is not available easily then the customer chooses the alternative product which is easily available.

- Perception is a process of how individual see and make sense of their environment. It is about the selection, organization and interpretation of stimuli by individual (Fill, 2000) Outside stimuli is selected, sorted, and interpreted into a coherent picture of the world around us. If two individual expose the same stimuli and same condition, their response will be different depending on the way they interpret and perceive the stimuli. This is because the way we select, sort and interpret stimuli is grounded and governed by our needs, expectation, value, which are quite unique to each individual (Schiffman, Kanuk, Hansen, 2012) Kotler defines perception as "the process by which people select, organize and interpret information form a meaningful picture of the world". Thereby whenever a consumer buys a product it is depend on the perception they have on that particular product.

2.2.1 Perceived Price:

Price is the amount of money a consumer sacrifices to obtain the product (Zeithaml, 1988) Price is classified into two parts that is objective price and perceive price. Objective price is the actual price of the product while perceive price is individual believe of the price in relation to the quality of the product (Donald R., Lichtenstein & Scot B 1989) Consumer perception with respect to price is different and has a positive and a negative influence on the buying behavior.

According to Hoch & Banerji (1993) economic recession have impact on PLB buying behavior. when income decreases consumers become price consciousness and shift their preferences. On the contrary, some consumers might associate low price with low quality. Those consumers who think price is an indicator of quality and companies might reduce the quality of the product to minimize the cost. Thus, to them the higher price is a signal of a better quality (Bao.Y.Y and sheng S, 2011). Moreover, consumers relate price and quality with self-esteem. The increase in quality content and the higher price has a positive relation with our self-esteem. If the economic situation is good for all. majority want to eat high quality product (forum, 2011).

Zeithaml (1988) expresses price-quality relationship in association of 5 factors. First factor believed as all the information's the consumers perceive through advertisements and brand reputation has power on purchasing decision than price of the product. The second factor explains consumers who are not aware about price they do not use price as a quality reference. Third factors, consumers who have less knowledge about the quality of the product use extrinsic cue such as price, brand name and package to buy the product. Fourth factor, some consumers use price as a signal of higher quality but when there is a price variation on the assortment of products for a tiny quality difference the consumers prefer products with lesser price. In the face of rapid economic and technological changes, today's consumer is more curious, more educated and conversant with what he/she exactly wants. These changes also affect the needs of firms.

Perceived price valuation isn't supported the price of the merchandise, however it's the worth that the client thinks that he/she is explanation from intense a product or a service. price valuation is a very important promoting strategy that helps companies to cost a specific product within the markets. Generally, marketers position the merchandise in such the way that it'll create the merchandise distinctive. Customers sometimes compare the worth that they derive once victimization the merchandise or service and find yourself paying additional. Marketers have to be compelled to show the verity price they'd get once victimization the merchandise. Here the purchasers aren't involved concerning the price of the merchandise, however get complete the expertise, and the way it'll augment the position of the person.

Price means different things to different people; it is interest to lenders, COT or service charged by the banker (lenders), premium to the insurer, fare to the transporter, honorarium to the guest lecturer etc, (Kotler et al 2008). According to Rosa et al (2011). the importance of price as a purchase stimulus has a key role in price management since not only does it determine the way prices are perceived and valued, but it also influences consumer purchase decisions (Rosa, 2001; Simon, 1989; Vanhuele and Dreze, 2002). Studies have shown price as an important factor in purchase decision, especially for frequently purchased products, affecting choices for store, product and brand (Rondan, 2004). The greater the importance of price in purchases decisions, the greater the intensity of information and the greater the number of comparisons between competing brands (Mazumdar and Monroe, 1990).

Considering the nature of the consumer products (frequently purchased and consumed products, implying medium-low level of consumer-supplier interaction), the basic is, the customers who usually purchase are more frequently in contact with prices. Pricing strategy is paramount to every organization involved in the production of consumer goods and services because it gives a cue about the company and its products, a company does not set a single price but rather a pricing structure that covers different items in its line (Kotler et al, 2001). According to Hinterhuber (2008) pricing strategies vary considerably across industries, countries.

According to Schiffman (2013) price perception has strong influence on purchase intention of PLBs. However, if the consumer is uncertain about the quality of the product, the less effect it has on the buying behaviour (Urbany, J. E., Bearden, W. O., Kaicker, A... Borrero, M. S. D. 1997) customers and can be categorized into three groups, cost-based pricing, competition-based pricing, and customer value-based pricing. These will be discussed in detail in the next section. Choosing a pricing objective and associated strategy is an important function of the business owner and an integral part of the business plan or planning process. It is more than simply calculating the cost of production and adding a markup (Roth 2007).

Therefore, assigning product prices is a strategic activity and the price or prices assigned to a product or range of products will have an impact on the extent to which consumers view the firm's products and determine its subsequent purchase. However, it is less clear how pricing activities can be guided by the marketing concept. Certainly, customers would prefer paying less, in fact, they would even prefer to pay nothing but it is simply not feasible to give products without price (Sagepub.com 2009). An organization that does that will run dry and out of business and would not be able to create value for the customers. Subsequently, these constitute problems that have provided a purpose for this research and they will be discussed subsequently. The crux of this study is to understand the extent to which customers perceive the cost-oriented pricing strategies of firms. It is dangerous to assume that customers perceive a particular pricing strategy as fair; furthermore, it is also out of place to state that customers believe that whatever price is set is a reflection of the cost of producing a product. Backman (1953) points out that. The graveyard of business is filled with the skeletons of companies that attempted to base their prices solely on cost.

More so, other pricing strategies used by competitors also interfere and have an effect on products. Another problem is rooted in consumers not understanding the value-based pricing strategy of the firm and it is a strategy that is adopted by a few firms (Hinterhuber 2008). If a firm thinks it is communicating value via its prices and customers on the other hand do not perceive value as relating to the set prices then the pricing objective of the firm is defeated. Lastly, the only constant thing which is change

especially in the technological environment has also posted its own challenges within the corridors of pricing strategies. The web has come into existence and businesses have gone online and pricing of products and services have also taken another form. Presently, the exposure of customers to online and offline prices have a significant influence on their purchase decisions. The new technologically advanced distribution channels permit anyone to receive the most up-to-date multimedia information on the best connections, and at the best prices (Keller 1996)

According to Agwu and Carter (2014), among the four Ps, price is the only income generator and it is the value attached to a product. Furthermore, price is the amount of money charged for a product or service. It is the sum of all the values that customers give up in order to gain the benefits of having or using a product (Kotler et al 2010). Baker (1996) noted that price is the mechanism which ensures that the two forces (demand and supply) are in equilibrium. According to Santon (1981) price is simply an offer or an experiment to task the pulse of the market. It is the monetary value for which the seller is willing to exchange for an item (Agbonifoh et al, 1998). Ezeudu (2004) argues that price is the exchange value of goods and services Schewe (1987) defines price as what one gives up in exchange for a product or service. It is one of the most important elements of the marketing mix as it is the only one that generates revenue for the firm unlike the others that consume funds (Agwu and Carter 2014) Lovelock (1996) suggested that pricing is the only element of the marketing mix that produces revenues for the firm, while all the others are related to expenses Diamantopoulos (1991) also argued that, price is the most flexible element of marketing strategy in that pricing decisions can be implemented relatively quickly in comparison with the other elements of marketing strategy. It is capable of determining a firm's market share and profitability. Kellogg et al. (1997 p.210) point out: If effective product development, promotion and distribution sow the seeds of business success, effective pricing is the harvest.

Although effective pricing can never compensate for poor execution of the first three elements, ineffective pricing can surely prevent those efforts from resulting in financial success". Typically, pricing strategies that are investigated in the marketing literature

consist of analysing aggregated prices (Tellis 1986). For consumer goods, this is applicable unlike the several types of disaggregate pricing strategies that are utilized to promote products as favourably as possible (Eliashberg et al 1986).

These consumer products usually have small prices that are paid up at once. Disaggregate pricing means paying in bits for instance reframing a N500 expense into N1.40 a day expense diminishes the enormity of the expense, and therefore, eases the decision process for the consumer.

This however does not apply at all to consumer goods therefore appropriate pricing strategies which are aggregate must be adopted to ease the decision-making process of consumers, Traditional pricing strategy by definition is incapable of harmonious associations, but it needs to become a more socially conscious, collaborative exercise. Bertini and Gourville (2012) stressed that businesses should look beyond the mechanics of just fixing prices they feel is suitable for.

2.2.2 Perceived Quality:

Quality is defined as evaluation of excellence and superiority of the product (Zeitham, 1988). In the previous studies, some researchers argued that quality cannot be defined and quality is objective which can be measured. In a different thought others believed quality cannot be measured. Combining this two approaches quality is divided in to objective of quality and perception of quality (anselmsson, ULF, & persson, 2007). Objective of quality is evaluation of the product based on physical characteristics

While perception of quality considers subjective notation which is consumer evaluation of the product and judgment that based on some attributes. According to Collins (2003) consumer evaluates the quality in association of extrinsic and intrinsic cue. Intrinsic cue is the perception of quality through physical characteristic of the product (color, size, flavor or aroma) while extrinsic cues are attributes which have some relations with the product (package, price, advertising and peer pressure). Because extrinsic cues are more familiar with customers, based on this cue it is easier for them to evaluate the products. In addition to that, consumer perception of quality change over time as a result of added

information. For that reason, marketers must track perception through product align and promotion strategies (Zeithaml, 1988, p. 18).

Understand client sensibilities via meticulous analysis into what folks realize enticing deliver competitive product to customers. Deliver high-quality candles by paying shut attention to details and the way handled. Incorporate enticing perceived quality things previous competitors supported forecasts of future technological and market trends.

customer's perception of the general quality or superiority of a product or service with regard to its meant purpose, relative to alternatives.

Perceived Quality is that the impression of excellence that a client experiences a couple of products, whole or business, derived through sight, sound, touch, and scent. It is the customer's perception of a product's responsibility and strength, the impression of care and accomplishment invested with in its manufacture, the sense of richness and strength of the materials used, the evident fine attention to detail, and also the feeling of the depth of engineering behind the planning. This is quite cut loose actual responsibility and strength, attributes that square measure very important for a product to be competitive, however not characteristics that may distinguish it as special or propel it in to the "premium" section. In a world wherever shoppers square measure more and more being offered practical, reliable, feature laden product, sensible businesses square measure specializing in perceived quality to remodel functionally competitive product into a lot of fascinating, premium product, that higher costs are often commanded.

Perceived quality is one in every of the foremost essential aspects of development that defines the eminent style. The quality of product is that that satisfies the needs of users which can embrace totally different options, and it enhances the performance of the merchandise (Dunk,2002). A study by (Rao and Raghu Nathan, 1997) showed that the merchandise quality is to grasp and measure the wants of the shoppers. The evaluation of product by client when the utilization is known as purchase intentions. The behavior is viewed as a key for Predicting consumers' buying behaviors additionally as their intentions (Keller, 2001).

Product perceived quality directly influences to purchase intention. Customers have some perceptions about the merchandise quality, worth and designs before going to purchasing them merchandise. When victimization of product, purchase intention will increase additionally as decreases, because it's direct relations that have an effect on every others. If the standard is high, purchase intention of client is also high. (Rust and King Oliver, 1994) planned two differences between perceived quality and satisfaction. The customers thought of perceived quality as additional specific idea supported product and repair options. The company will have a degree of management over quality. So, it' surged once perceived quality is regarded as overall assessments, then perceived quality is understood because the supply of satisfaction (Llusar et al.,2001)

Customers consume his effort, time and cash to purchase the merchandise therefore purchase intention has nice importance in his life. Customers area unit continuously influenced by their preferences and perception in buying process. Perceived quality of a product as becomes “the estimation created by the buyer wishing on the whole set of basic additionally as outer dimension of the product or the service” (Gruner et al., 2001). Consumer behavior is sort of totally different because the events that customers task in checking out, using, purchasing, evaluating, and disposing of product that they suppose can assure their needs (Pelau, 2011). Consistent with (Aker, 1996) that perceived quality predicts the amount for the standard of entire product. There were past studies that exposed indirect influence between perceived product quality and buy intentions through mediating variable of client satisfaction (Cronin and Taylor, 1992; Madu et al., 1995; Sweeney et al., 1999; Llusar et al., 2001).

The literature review covers in detail different facets of quality and its relationship with perceived value, preferences and future intentions Perceived value assists in creating competitive advantage, as consumers will unly purchase products or services they value (Doyle, 1998). Many studies have been done to explore the determinants of cashmer value. From the mid-twentieth century, the concept of value is mainly focused on how to manufacture products with high quality (Crosby, 1979; Feigenbaum, 1951; Juran et al., 1974)

Product Quality

Product Quality is defined as the collection of features and characteristics of a product that contribute to its ability to meet given requirements. It is recommended that products offering value for money not only influence customer's choice behavior at the pre purchase phase but also affect their satisfaction, intention to recommend and return behavior at the post purchase phase (Dodds, Monroe and Grewal 1991; Parasuraman and Grewal 2000, Petrick 2001) Perceived product quality is often defined as the perceived ability of a product to provide satisfaction relative to the available alternatives (Monroe and Krishnan, 1985). More broadly, perceived product quality can be defined as the customer's perception of the overall quality or superiority of a product with respect to its intended purpose, relative to alternatives' (Aaker, 1991, p. 87). In this study, product quality is defined as the degree of how well the product specification fits the customer's expectation. If people think the product specification fits their need, they will be more likely to think the transaction is worthy. In the era of service economy, how to meet customers' expectations and to measure customers' satisfaction turns to be the locus of value creation (Gorst et al. 1998; Kristensen et al., 1992; Parasuraman et al., 1988).

Product quality is very important as a result of it affects the success of the corporate and helps establish its name in client markets. corporations will produce high-quality product that still meet client demands, it will cause fewer production prices, higher investment returns and will increase in revenue.

Product quality conjointly matters to UN agency rely upon a company's attention to detail and customer demand. produce product to fill a requirement within the market, and shoppers expect product to satisfy that require because the company advertises them. require product that facilitate them establish a reference to a complete in order that they apprehend they'll believe the company's offerings. Quality product give customers with safe, effective ways in which to unravel their issues.

Service Quality

Service quality is the gap between what the customers want and what they actually get or perceive they are getting (Berry et al., 1988). Consequently, many companies would

attempt to offer a high service quality in order to retain their customers. It has been empirically proved that high service quality motivates positive customer behavioral intention to repurchase, and in turn, promotes customer retention (Zeithami et al., 1996). This implies that service quality is linked positively to customer loyalty. Actually, many studies have shown that quality is indirectly linked to repurchase intention and customer loyalty through customer perceived value (ie. Yu et al., 2005, Anderson and Sullivan, 1993).

The relationship between service quality and client satisfaction is incredibly vital for the corporate, as a result of the fulfilment of client satisfaction means the corporate has provided the most quality of service that customers expect. A service from an organization will be same to be qualified if the service is in a position to satisfy the requirements and wishes of its customers.

perceived service quality could be a part of client satisfaction. The figure conjointly shows that the service quality could be a targeted analysis that reflects the customer's perception of responsibility, responsiveness, assurance, sympathy and tangibles.

2.2.3 Perceived packaging:

Packaging is the first point of contact with the brand for a consumer product (Rundh, 2005). Packaging design an important issue in the growing use of packaging as a marketing tool for self-service, since approximately 73% of products are sold on a self-service bases at the point of sale (Silayoi&Speece, The importance of packaging attributes: a conjoint analysis approach, 2007). On average, urban supermarkets carry 50 000 items and the typical shopper passes 300 items per minute (Rundh, 2005).

The packaging must, therefore, perform many of the sales tasks, including making an overall favourable impression and helping influence impulsive purchasing. This is in contrast to the secondary function of packaging that is used for storage, shipping and supply chain that consumers do not see but that is still necessary in the distribution of the product to trade (Sehrawet&Kundu, 2007). Pinya and Mark (2004) argue that FMCG are low involvement products, as consumers do not search extensively for

information about the brands, evaluate their characteristics, or make a weighty decision on which brand to buy.

Based on previous literature, four main packaging elements are argued to affect the consumer's purchase decision. These elements broadly fall into two categories: 1) Visual elements consisting of colours, graphics, design size, shape and packaging. These attributes relate to the affective side of decision-making 2) The information elements relating to the contents provided and technologies used in the packaging, and more likely to address the cognitive side of decision-making, such as educating the customer and the overall image of the brand (Silayoi&Speece, Packaging and Purchase Decisions, 2004)

The use of colour is obvious and well-developed and can be effective because of strong brand associations. However, people in different cultures develop their own unique colour affinity (Silayoi&Speece, Packaging and Purchase Decisions, 2004). Companies also use packaging attributes such as graphics that include layout and the use of powerful product photography, to create an image to help in attracting and sustaining attention (Silayoi&Speece, The importance of packaging attributes: a conjoint analysis approach, 2007). Robert et al.'s (2001) findings on packaging imagery indicates that the effects of pictures on packaging are contingent on the product category, and may be specifically beneficial to those with high levels of experience because it was not possible to manipulate the level of experiential benefits (Underwood, Klein, & Burke, 2001).

The packaging provides the primary impression of the merchandise to the buyer. it's one in all the strongest factors that influence their purchase call. analysis findings indicate that common fraction of client purchase decisions square measure supported packaging. during a market that's outlined by competition, and a client World Health Organization is underneath important time pressure, it's the packaging of a product that moves the buyer towards or far from it.

Grossman and Wisenblit (1999) argue that for low involvement products, marketing communications need to have a strong impact, particularly as images affect consumer decisions, making graphics and colour crucial. For many consumers of low involvement, the packaging becomes the product, particularly because of impressions formed on initial contact. Rettie and Brewe (2000) argue that the recall is better for verbal stimuli when the copy is on the right hand side of the package, and better for non-verbal stimuli when it is on the left hand side of the package (Silayoi&Speece, Packaging and Purchase Decisions,2004)

2.2.4 Promotional schemes

Promotion is a tool that is used by the retailers or manufacturer to invite consumers to purchase more. The results which we get by the sales promotion is the use of high amount of reserve, inviting a lot of new customers and additional increase in sales Sales promotions consist of a huge variety of temporary planned promotion tools which plan is generating a preferred response from the consumer (Gilbert and Jackaria, 2002). One of sales promotion tools benefit is that it can encourage the consumers to think and evaluate brand and purchase opportunities. Hence, different types of promotion tools and promotion strategies are utilized by the marketers so that they can know consumer first choice and boost their sales.

This reality indicates that many consumers are easily tempted when they recognize the term Sale Promotion. According to Gilbert (1999), other than price lessening, coupons or refund given by the retailers as well as other marketing tools such as free sample and buy-one-get-one-free were found to be inducing consumer buy more than they expect. Different kinds of promotion tactics are used by the sellers to attract the customers and increase their sales. The earlier studies has shows that framing of advertising messages and presentation of price information influence the consumer's views about prices and their willingness to purchase (Das, 1992, Sinha and Smith, 2000 and Sinha et al., 1999).

Promotion is a utensil that used by the retailers or manufacturer to attract consumers and purchase more or tries a service or product. The result of the sales promotion is the

used of high quantity stock, appealing many new customers and more increase in sales Chandon, Wansink, and Laurent (2000) indicated that sales promotion may be gorgeous for well promotion prone consumers for reasons beyond price savings. Many consumers change brands so that they could receive greater deals that replicate and build up their smart buyer self-perception, and these consumers are favorably promotion prone, these consumers make an attempt to try a new product or service that have been promoted.

For an example, decrease in price for a limited period to attract more a new consumer in refers to as price promotion. Sales promotion means any activity that is utilize by the producer to give confidence the trade (retailer, wholesaler, or network associates) as well as make customers to purchase a brand and boost up sales force to assertively sell it. The term sale promotion refers to several types of selling incentives and methods concave to yield immediate sales effects (Totten & Block, 1994).

Sales promotion is that the techniques chiefly are employed by trafficker so as to influence and encourage customers and finish users to get sure product during a sure period. Commercial encompasses a short-term influence on sales; thence it's chiefly offered for a brief term. Just in case that sure complete launched replacement product chiefly customers don't have info or expertise concerning this new product, so commercial is usually recommended to encourage this client to undertake and buy this product. Because it is evident that sales promotions' objective is influencing on client shopping for behavior (Solomon, Marshall and Stuart 2008: 422-423). Kotler and Armstrong (2004: 467) united with the previous definition. Moreover, they classified commercial collectively of the 5 backbones of promoting communication combine. Promoting communication combine is principally tools that are accustomed persuade customers to get sure product or service, ads are one amongst these tools that are short term motivations that have an effect on client shopping for behavior.

"Buy one get one free" is one of promotion method of sales promotion in which an extra product is offered to the customers at normal price but with greater improve in package The customers could easily influence to purchase the produce because there is no condition of any additional price and it should be more valued by the customer to perceived (Sinha& Smith, 2000). Gardener and Trivedi (1998) have written that larger

size of package and proper advertising of the product help to make the promotion more attractive.

When the extra produce is contain without any additional price, the customer could convinced to purchase the produce if the consumers has sense that their money can be kept with this deal. The bonus packages inspire the consumers to purchase the produce (Percy, Rossiter, and Elliott, 2001). The bonus packs liked by producers or manufacturers because it should increase the product trial, switching a product and forcing stores to stock product. According to Li, Sun & Wang (2007), this technique of promotion would be very useful to manufacturer because it should help the retailers to clear the stock more hastily as contrast price promotion

The word of coupon advertisings is related to those customers who gained vouchers are eligible to get allowance on the products at its usual price (Ndubisi& Chew, 2006). Coupons are defined as vouchers or certificates, which help consumers to a price reduction on a specific product (Fill, 2002). The value of discount or price cut is set and the coupon must be presented when customer purchases product. According to Cook (2003), coupons are easily understood by the customer and can be extremely useful for trial purchase. Coupon is a confirmed method by which producers can communicate with customers and it can be used as a strong brand-switching tool. Gardener and Trivedi (1998) reported that for many years as a means of presenting the customer a one-time reduction in price and construct brand consciousness and loyalty, for this purpose coupons have been used as key promotion tools.

Real world facts show that commercials area unit crucial for the selling of the companies: taking the instance of the u. s. wherever the amounts of funds dedicated to the commercials account for regarding half-hour of what spent on advertising. Nonetheless, it's common in Europe to search out an organization wherever the investments in advertisement exceed the advertising budget (Astons and Jacob 2002: 1270). Also, it absolutely was found that the worth primarily based commercials area unit the most issue to induce customers to shop for a lot of and enhance product trial. These facts create it necessary to exhibit within the next few paragraphs the tools and therefore the totally different varieties of advertisement utilized by marketers (Parsons 2003: 76).

Consumer shopping for the consequences of consumer behaviour human behaviour is that the crucial reality to see in selling however it's aforementioned that the promotional activities of merchandise place a control on shopping for calls' this a part of the analysis focuses on the promotional activities of organizations in developing the merchandises within the market in order that they'll amendment the client the buyer the patrons decision method in shopping for products' the client creating deciding higher cognitive method . method is additionally recognized during this part of discussion' the discussion goes with the facts mentioning the factors of promotional activities utilized by organization' finally it's shown that however these promotional activities change consumer behaviour towards the product and eventually the choice making process is influenced Actually, coupons have increased brand switching and influence purchases, indicating that consumers are influenced by the discount declared in the coupon. In the previous study it was found that six months after getting one of these coupon proposals, customers were between two and five times more likely to buy and use the promoted brand in the past than were a control group of a like customers who had not acquired coupon Customers who got the coupon deal were also double as possible to show that they would purchase the promoted brand in the future. Wayne (2002) in a new consumer research on three recent coupon programs showed that the promoted brands gained incremental sales through enlarged trial and succeeding non-coupon purchases. They also wrote that coupon advertising was between the least used and not accepted marketing tools by customers.

Types of Sales promotion

Coupons

Coupons area unit one in every of several tools utilized by marketers as marketing technique. Coupons area unit paper or certificate that save cash for the client once he/she purchases a product. This might be a twenty-fifth discount of the worth of the merchandise or a hard and fast quantity like \$5 on every bit (Harmon and Hill 2003: 167). Marketers try and send coupons to customers by such a large amount of techniques: Free standing inserts in newspapers can be a good method. Moreover, a custom-built mail can be sent to the vital clients or offer the coupon to the customer once he/she purchases another product. However, there area unit some magazines that embody solely coupons and oversubscribed most likely as a fundraiser in charity events.

Electronic future coupon machines represent the state of the art therein field as {they are unit|they're} at the purpose of checkout wherever the history of the client is checked and coupons are offered supported the past purchases and therefore the shopping for behavior therewith company (Kotler and Armstrong 2006: 472).

Rebates

Rebates are a sort of advertisement that would be likened to coupons. Still, there exists a serious distinction between each of them: the coupons amounts square measure saved throughout purchase however rebates square measure saved when purchased. This ambiguity may well be resolved by explaining the method of the rebates: once a client purchases a product – subject to rebate discount – he/she sends the proof of purchase just like the receipt and therefore the company sends him the cash later by mail (kotler and Armstrong 2006: 472,). This was continuously formed because the main disadvantage of rebates because the uncertainty of redeeming the cash persists when buying the merchandise that constitutes the foremost difference between coupon and rebates (Lu and Moorthy 2007: 67).

Sample

Free Samples and Premiums also are among the foremost necessary tools of commercial. Free samples square measure trial quantity of a precise product distributed to customers through such a lot of alternative ways like handing them ahead of workplace buildings, send them by mail or attach the sample completely different product. Free samples stimulate the trial of a replacement product throughout the introduction stage of the merchandise (clow and Backk 2007: 313-314). However, the matter of samples is that it's the foremost high-priced commercial tool. Premiums square measure merchandise offered for gratis or with an awfully low value to induce customers to shop for the merchandise. Several examples make a case for premiums just like the inclusion of a toothbrush with a toothpaste or the inclusion of a child flirt with youngsters' product to draw in the section of kids United Nations agency can raise their oldsters to buy that product for them to fancy the accompanied product. Premiums may within the package, out of the package or maybe sent by mail (Pride and Ferrel 2008: 565).

Bonus packs

Marketers conjointly refer someday to bonus pack as a mean to market sales to their customers. Bonus pack might be exemplified by the wrapping paper Company that might supply the traditional five hundred weight unit cheddar cheese jar with a rise to 700 weight unit with an equivalent worth i.e. customers can take pleasure in a rise of two hundred weight unit from free. A drink company might supply a fourteen cans pack for the value of twelve cans creating the client take pleasure in a pair of cans without charge. The largest deal therein field is that the BOGO (Buy One, Get different for free). Bonus packs might have many benefits as boosting sales within the short run while not the necessity to scale back price; this time is incredibly vital as decreasing costs might devaluate the image of the merchandise. Moreover, the bonus pack may be a temporary supply which can not last forever; this time might facilitate the corporate as ending the supply are going to be heaps higher than decreasing the value and increasing it later (Nudubisi and tung-oil tree 2005: 34). On the opposite hand, bonus pack might have some pitfalls: one in every of the foremost issues related to bonus pack is that it makes more durable for market shelves to incorporate the upper amounts of the product. Some customers might understand that this increase in amount is permanent and will act in Associate in Nursing irritated manner once they understand that the supply was all over. Also, bonus pack won't be appealing to customers WHO don't purchase the merchandise and can not induce product trial e.g. someone WHO doesn't eat jam won't be inspired to get a jam jar if he/she noticed a free increase in amount (Ong et al. 1997: 102-103).

2.2.5 Availability:

The requirements to have product on stock to feed the distribution network between the supplier and the dealer is called "product availability". Within this concept the main factor is the promptness of the availability of a product, when ordered by a customer (Draper and Suanet, 2005, p.193). Given this dynamic, the infrastructure of the logistics and network design is significant for the success, equally the location of the warehouse and dealers, in terms of the most efficient and optimized supply chain between these destination points (Draper and Suanet, 2005, p.193). In this line of reasons, SCM haseffect on a firm's profitability, capital, and customer service and of course, on"product availability" (Evans and Danks, 1998, pp.21-22). With a high availability

of product, higher revenues and decreased costs for logistics can be achieved (Evans and Danks, 1998, pp.21-22).

Consistent product handiness is that the essence of a positive looking expertise and also the backbone to confirm a secure financial gain stream and constant customers. Fail to supply the proper product at the proper time and worth, and you'll be able to lose business to your direct competitors. That is as a result of as product become inaccessible, you'll be able to expect a visit the general looking expertise. Product handiness is that the essence of a superb looking expertise, as we have a tendency to already noted on top of. Interchangeably used with stock handiness, it motivates your customers to form regular purchases at your store since you have got the proper quantity of stock and ranges accessible.

Availability of product will determine the purchase intention of the customer (Ehinlanwo and Zairi, 1996, p.44). For the dealer the availability of product is also vital, because it influences his stock level (number of parts in stock) and its profitability, which is based on the necessity to stock parts to achieve high parts availability because the dealer does not have to store them (Ehinlanwo and Zairi, 1996, p.44). On the contrary if the availability at the central warehouse is low, the dealer can either plan in advance and store the parts in his own warehouse or takes the chance that the delivery time for these parts exceeds the adequate level for the customer to be satisfied with the late arrival (Ehinlanwo and Zairi, 1996, p.44),

2.2.6 Purchase decision:

Purchase intention is a planned behavior that a consumer willing to buy certain product (Ajzen, 1992). There is a relationship between brand image and purchase intention. Advertisement is a major factor to increase brand image on consumer, for that reason some companies use different kind of advertisement stimuli to capture purchase intention. Consumers who are influenced by advertisement shift their interests to the other brand which advertises the products (Hashim & Muhammad, 2013). Moreover, consumers who purchase the brand frequently resist switching to another brand. Jean-Louse (2011)

mentioned that consumers intend to purchase the PLB because they think they have the right price-quality relation.

Consumers who are satisfied with the product will have a positive attitude towards the brand and later have impact on purchase intention. Because there is a relation between attitude and purchase intention if the consumers have a positive attitude towards the brand, it will increase purchase intention and actual purchase (Byounggho & Yong, 2005)

Demographic factors

Three demographic factors that influence consumer purchase decision will be considered for this study, they are: age, Income, genders, marital status, educational qualification, work status.

Age

Consumer behavior change came from through ages (Dorota, 2013). The older the person the more purchasing experience they have than the younger one. Older people consider diversified option through the experience they have developed. While younger ones with less experience rely on brand and price (Pauls, Trin K., & Alan, 1996). Thus, young generation is easily to be influenced by brand image.

Gender

Gender differentiates consumption behavior. According to Dorota (2013) women and men perform different roles in every household; they have different demands for certain products as well as they behave differently in the process of consumption. Women look for information; they want to take consideration of all their options (Zelazna, Kowalczyk and Mikuta 2002, p. 94). Marketing strategies differentiates gender buying behavior thus female is more emotional and easily be attracted by advertisements compared to male (Imam, 2013). Another study also shows female are the one who have more PLBS shopping experience than males (Irini, 2012). Opposing this "Global PL-Trande (2010) noted gender has no influence on the buying behavior.

Income

Income is superior determinant of purchasing behavior (Dorota, 2013) The level of income affects the life style and attitude of a consumer. A person with high income purchases expensive product and these with low income prefer to buy product with lower price. Higher Income level's purchasing behavior has a negative relationship with PLBs. whereas the lower Income levels have negative relation related to purchasing PLBS products (Paul s., Trun K., & Alan, 1996).

2.3 Theoretical framework:

After reviewing different researches concerning buying behavior the own creation of the theoretical framework was formed. It was believed that the framework consists of main attributes that have impact on purchase decision on candles. foremost factor that influences consumers, those who are satisfied with the brand, product quality and price have a positive attitude towards the product whereas dissatisfied consumers have a negative attitudes on purchase intention (Siti & Pan) & (Baltas, 1997). This study designed the framework in consideration to five main factors that have impact on changing attitude of consumers, those are availability, packaging, price, quality, promotional schemes and demographic factors.

Customer Purchase Decision

Purchase decision is the thought process that leads a consumer from identifying a need, generating options, and choosing a specific product and brand.

Using scientific insights, marketers' area unit able to unerringly refine their ways and nail down the simplest strategies for utilizing client behavior theories that address the factors that influence the buying choices of each team and people. Through understanding the employment of emotions, attitudes, and also the role of object utility, a selling campaign's effectiveness is on paper limitless.

To determine client behaviour, marketers' area unit perpetually attempting to refine and master the art of their craft for max sales potential. Improvement of one's skills and

information will receive a formidable boost through a well-refined, business-centric education, like a Master of Business Administration on-line program.

Steps in the consumer decision process

The consumer decision process also called the buyer decision process, helps markets identify how consumers complete the journey from knowing about a product to making the purchase decision. Understanding the buyer buying process is essential for marketing and sales. The consumer or buyer decision process will enable them to set a marketing plan that convinces them to purchase the product or service for fulfilling the buyer's or consumer's problem.

The consumer decision process is composed of problem recognition, search, evaluation, and purchase decision. Post-purchase behavior is the result of satisfaction or dissatisfaction that the consumption provides. The buying process starts when the customer identifies a need or problem or when a need arises. It can be activated through internal or external stimuli.

5 Stages of the consumer decision process (buyer decision process) are;

- Problem Recognition or Need Recognition.
- Information Search.
- Evaluation of Alternatives.
- Purchase Decision.
- Post-Purchase Evaluation.

When making a purchase, the buyer goes through these 5 stages of the decision process.

1. Problem recognition

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step two.

But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales and marketing efforts on external stimulus.

Develop a comprehensive brand campaign to build brand awareness and recognition—you want consumers to know you and trust you. Most importantly, you want them to feel like they have a problem only you can solve.

2. Information search

When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews.

Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information.

Another important strategy is word of mouth—since consumers trust each other more than they do businesses, make sure to include consumer-generated content, like customer reviews or video testimonials, on your website.

3. Alternatives evaluation

At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives.

Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. Your marketing material should be geared towards convincing consumers that your product

is superior to other alternatives. Be ready to overcome objections—e.g., in sales calls, know your competitors so you can answer questions and compare benefits.

4. Purchase decision

This is the moment the consumer has been waiting for: the purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase.

If you've done your job correctly, the consumer will recognize that your product is the best option and decide to purchase it.

5. Post-purchase evaluation

This part of the consumer decision-making process involves reflection from both the consumer and the seller. As a seller, you should try to gauge the following:

- Did the purchase meet the need the consumer identified?
- Is the customer happy with the purchase?
- How can you continue to engage with this customer?

Remember, it's your job to ensure your customer continues to have a positive experience with your product. Post-purchase engagement could include follow-up emails, discount coupons, and newsletters to entice the customer to make an additional purchase. You want to gain life-long customers, and in an age where anyone can leave an online review, it's more important than ever to keep customers happy.

Promotional Schemes influence Customer Purchase Decision

It is found that promotional schemes have major implication on purchasing decision. Marketers can use the combination of relevant promotional schemes as an effective tool for selling their products. To trigger consumer transactions in order to buy a certain product and encourage aggressive purchasing decisions. One trick is that promotion is

able to stimulate demand for a product. With the promotion, it is expected that consumers will want to try these products and encourage existing consumers to buy products more often so that re-purchases will occur and the sales volume of a company's products will increase. Promotion is an important factor in realizing the sales goals of a company. In order for consumers to be willing to subscribe, they must first be able to try or research the goods produced by the company, so that buyers can be sure of these goods. Targeted promotion is expected to have a positive effect on increasing sales. Promotion is an important aspect of marketing management and is often said to be a continuous process. With promotion, people who are not interested in buying a product will be interested and try the product so that consumers make a purchase. The type of promotional mix is the combination of the best strategies from the variables of advertising, personal selling, and other promotional tools, all of which are planned to achieve the goals of the sales program.

(2015) stated that sales promotion has a great impact on consumer buying behavior which reinforces them to make an impulse purchase resulting in greater sales of the product; this can lead to brand switching consumer's behavior. Brand loyalty is the trustworthiness of consumers towards the brand they use. Promotions can increase customer loyalty by getting the word out about special pricing, rewards programs and other incentives to buy. Existing customers are your most important target market, because you have an established relationship and you typically have access to the data that makes direct marketing possible.

Sales promotion is media or non- media marketing pressure applied for a pre-determined, limited period at the level of consumer, retailer or wholesalers in order to stimulate trials, increase consumer demand or improve product availability (Kotler, 2003). It is also a key ingredient in marketing campaign and consists of a diverse collection of incentive tools mostly short-term, and designed to stimulate quicker or greater purchase of particular products or services by consumer or the trader (Kotler, 2003). According to Churchill and Peter (1995), sales promotion is designed to produce quick results that will not only boost sales in the immediate future, but will translate to loyal customers in the long run.

Sales promotion consists of short-term incentives, in addition to the basic benefits offered by the product, or services to encourage the purchase or sales of a product or service (Kotler et al, 2001). Sales promotion cannot be conducted on a continuous basis, because they will eventually become ineffective. This implies that, for sales promotion to be truly effective, it must be short and sweet, offered for a limited time and perceived to have value (Ngolanya, et al, 2006). Whereas advertising offers reasons to buy a product or a service, sales promotion offers reasons that would achieve immediate sales.

Sales promotion actually seeks to motivate the customer now (Ngolanya, et al, 2006). The basic objectives of sales promotion is to introduce new products, attract new customers, induce present customers to buy more, to help firm remain competitive, to increase sales in off season among others. Sales promotion offers a direct inducement to act by providing extra worth over and above what is built into the product at its normal price (Sam and Buabeng. 2011). This temporary inducement according to them, are offered usually at a time and place where the buying decision is made.

Consumers have become more and more sophisticated as well as marketers in their bid to persuade the consumers and increase market share in the products and services they offer. This persuasion comes in the form of discounts, free gifts, bonuses, free air time among other sales promotional activities. These sales promotional activities according to Yeshin (2006) create a greater level of immediate response than any other marketing communication activity.

Sales promotion is traditionally divided into two categories (Kotler, 2003). These are those that have immediate reward and those that have delayed reward. Immediate reward promotions are offers that provide a benefit immediately such as bonus pack, price reduction on calls, and free airtime among others. Delayed reward promotions defer the benefit of the promotions and usually require the target consumers to do something before they receive the reward of the promotions. This mostly takes the form of raffle draws, refund offers that require proof of purchase etc.

Sales Promotions can be classified into three main areas namely; Consumer Market directed. Trade Market directed and Retail or Business to Business Market directed. The consumer-oriented promotions include Premiums, coupons, loyal reward programs, contest or sweepstakes, bonus packs, price offs and rebates or refunds.

Influence of sales promotion on consumer purchase decision:

Adcock et al. (2001) assesses that when a purchase decision is made, the purchase decision can be affected by unanticipated situational factors. Some of these factors according to them could be directly associated with the purchase, for instance the outlet where the purchase is to be made, the quality to be bought, when and how to pay. Most instances, firms remove the need to make this decision by either including the essentials in the form of sales promotion tools like coupons, discounts, rebates and samples.

The additional benefit whether in cash or in kind offered to consumers through sales promotion is highly likely to influence their purchase behaviour or decision (Ngolanya, et al, 2006). After considering the possible options, the consumer makes a purchase decision and the consumer's choice depends in part on the reason for the purchase (Kotler et al, 2003).

According to them, the consumer may act quickly, especially if sales promotional tools are used or the consumer may postpone making any purchase. Whenever the consumer makes a purchase, they find out what products and services are available, what features and benefits they offer, who sells them at what prices, and where they can be purchased (Stanton et al, 1994). The firms and its sales team provide consumers with the market information whenever they engage consumers in efforts to inform or persuade in an attempt to communicate with them. Sales promotion therefore provides a suitable link by providing consumers with samples of the products for them to test them in small quantities as well as provide consumers with most needed information concerning the product (Ngolanya, et al. 2006).

According to Davidson et al, (1984), purchase decision may be between objective or emotional motives; nevertheless, in all cases, the sale is made or not made in the customers mind and not in the mind of the seller. A product is not purchased for its own sake but for its ability to satisfy a need. The use of some of these promotional tools helps in determining the use that consumers are likely to put the product into and therefore guide them towards the right product (Cox and Britain, 2000). The consumer is therefore provided with the relevant information, get the opportunity to try the product and get to know whether it satisfies their needs and also enjoy a price reduction. Sales promotion is therefore used to draw consumers to the product and they end up making an impulse purchase as a result of the strength of the sales promotional tool (Ngolanya, et al, 2006).

Berkowitz et al. (1994) proposed that, in the purchase decision process, at the recognition and the information search stage, the sales promotional tool that is most effective is the free samples because it helps gain low risk trials. According to them, consumers will be more likely to take the risk of trying a sample rather than buying the whole product and being disappointed. They further suggested that, at the alternative evaluation and the purchase decision stage, coupons, deals, point of purchase displays and rebates are suitable sales promotional tools because they encourage demand and repurchase of the same product by the consumer. They finally proposed that, at the post purchase stage, the best sales promotion tool would be the use of coupons, as they encourage repeat purchase from first time buyers.

Price influence Customer Purchase Decision

In the narrowest sense, price is the amount of money charged for a product or service. More broadly, price is the sum of all the value that customers give up to gain the benefits of having or using a product or service. Over all, price has been the major element affecting purchase intention. Moreover, price remains one of the most important elements that determine a firm's market share and profitability. Price is the only element in the marketing mix that produces revenue; all other elements represent costs. Price is also one of the most flexible marketing mix elements. Unlike product features

and channel commitments, prices can be change quickly. In business, smart managers treat price as a key strategic tool for creating and capturing customer value. Price has a direct impact on a firm's bottom line. More importantly, as part of a company's overall value proposition, price plays a key role in creating customer value and deciding customer purchase intention.

Price perception greatly affects a consumer's decision to purchase a product. The perception of price explains information about a product and provides a deep meaning for the consumers (Kotler and Keller, 2016). Hence, price is an important factor in the purchasing decision, especially for products that are frequently purchased, and in turn, influences the choices of which store, product, and brand to patronize (Faith and Agwu, 2014). Consumers are very rational when it comes to judging what benefits they wish to get from buying products or services they pay for (Al-Mamun and Rahman, 2014). The price of a product is divided into three dimensions: fair price, fixed price, and relative price. Fair price refers to the adjustment of a price that offers a combination of quality and appropriate services at a reasonable price (Kotler and Keller, 2016). Fixed price is a set price for all buyers (Kotler and Keller, 2016). Relative price is the price set in accordance with the quality and service provided by the seller (Kotler and Armstrong, 2014). Research by Komaladewi and Indika (2017) indicated that most respondents consider price as an important factor influencing their purchase decisions, similar to the finding of Djatmiko and Pradana (2015) and Termsnguanwong (2015).

It is believed that pricing has a significant effect on the buying behavior of consumers because the higher a product is priced, the fewer units are sold. By contrast, products selling at prices lower than the market rate are assumed to sell at a higher volume (Sadiq M. W. et al., 2020).

Effect of Price on Consumer Buying Behavior

The price you set for a product or service has a very significant effect on how the consumer behaves. If consumers believe that the price you're charging is lower than competitors it could cause a major spike in sales. But if the price you set is significantly

higher than expected, the response can be disappointing. In either case a change in price could produce unexpected results when it comes to consumer buying behavior.

Price Hike:

Before you decide to raise the price of your existing product or service you should understand how that could affect consumer behavior. For one, when you raise the price you risk turning the customer off. If the customer has the choice to get the same product from a competitor at a lower price you could lose the customer permanently. On the other hand, raising the price could have no effect at all, especially if it is a product that is in high demand and not available at competitors. In fact, charging a higher price compared with other similar products and services sometimes entices consumers to buy because some buyers equate a high price with a superior-quality product.

Low Price Effects:

Lowering or initially setting a lower price than expected can have a different set of effects on a consumer. In one case, a price-conscious consumer is grateful for a price break and will possibly stock up on the item at the low price. In other cases, the consumer could become suspicious of the low price and assume it means the product is of a lower quality.

How Pricing Strategy Affects Customers satisfaction to Purchase

A business' pricing strategy can be make or break when it comes to keeping your customer satisfied. Intuitively, higher prices presumably make customers less satisfied.

The Problem with Cheap Prices

Pricing sends an important message to customers. Research suggests that as prices increase, so does the customers' perception of the quality of the products being sold. This is primarily because people are naturally sceptical about prices that appear "too good to be true." Exceptionally low pricing suggests to the customer that the product in question is not particularly valuable or perhaps is of a lesser quality than higher priced products.

Using very low pricing for your products can also make the customer more aware of its quality in general, and they may be more likely to identify faults or potential shortcomings. This is problematic for customer satisfaction, contributing to the belief that what they are buying is not particularly special or valuable.

Aside from this, under-pricing may be damaging to your profit margins, and especially if your low prices are failing to retain customers and thereby failing to offset other expenses such as ordering costs.

Changing Prices

If a business, from the outset, chooses this low pricing strategy, they can run into trouble in the future if ever they need to increase prices to offset “behind the scenes” expenses such as ordering costs, freight costs or manufacturing costs. Starting with very low prices and then suddenly increasing prices puts you at risk of losing a whole group of customers who now perceive that your product is no longer the best deal available on the market.

Higher Prices

If you choose to implement a pricing strategy that provides products for a higher cost to the customer, there are a couple of things to consider. Although, intuitively, higher prices would seem to deter customers, this may not be the case. Higher prices may signal that your product is exceptionally well-made or good quality, and this can attract many people.

This pricing strategy has worked for companies such as Swiss watchmakers Patek Philippe and Audemars Piguet. However, setting too high a price may also backfire and contribute to a lack of customer retention. Therefore, it is vital that management use a pricing strategy that balances the two extremes.

“Reasonable” Prices

Given the problems that can occur with both a low-price strategy and a high-price strategy, there must be a middle ground that avoids these issues. A 2004 study by the Solvay Brussels School found that customers are significantly more likely to display customer satisfaction when products are priced reasonably.

This suggests that pricing products within the place between “too expensive” and “too cheap” is a good way to keep customers happy. A price that is neither too high nor too low sends a positive message to the customer about the quality of the product and the value of their purchase.

Not only does a “reasonable” pricing strategy positively affect customer satisfaction, but it will also make things easier when and if you need to increase prices. Customers still perceive that they are buying a valuable product, and you can therefore retain your customer base and offset expenses involved with transportation, machinery costs or ordering costs.

Packaging influence Customer Purchase Decision

Now, packaging has become itself a sales promotion tool for the organizations. The consumer’s buying behavior also stimulated by the packaging quality, color, wrapper, and other characteristics of packaging. Packaging is a whole package that becomes an ultimate selling proposition, which stimulates impulse buying behavior. Packaging increases sales and market share and reduces market and promotional costs. According to Rundh (2005) package appeals consumer’s attentiveness towards a certain brand, increases its image, and stimulates consumer’s perceptions about product. Furthermore, packaging conveys distinctive value to products (Underwood, 2003; Silayoi, & Speece, 2007), packaging works as an instrument for differentiation, and helps consumers to decide the product from wide range of parallel products, packaging also stimulates customer’s buying behavior (Wells, Farley & Armstrong, 2007).

A Study on Factors Influencing Customer Purchase Decision of Popular Candles

- Packaging could be treated as one of the most valuable tool in today's marketing communications, necessitating more detail analysis of its elements and an impact of those elements on consumer's buying behavior.
- Appropriate and vivid picture or packaging color, which delivers them a happy feeling, or an easy handle/open/dose/dispose, package shape. All these elements contribute each important effort to catch consumer's attention and interest. Besides each element's single function, we think that a good combination of these elements may lead the product more eye-catching and attractive.
- Analyzing an importance of its separate elements for consumer's choice reveals the impact of packaging and its elements on consumer's purchase decision. For this purpose main package's elements has been identified: graphic, color, size, form, and material of packaging are considered, wrapper design, innovation while product information, producer, country-of-origin and brand are considered as important ones. Moreover, the impact of package elements on consumers purchase decisions has been evaluated, and it is concluded that it depends on the consumer's involvement level, time pressure or individual characteristics of consumers.
- It has been Empirically tested the proposed research model, package elements, which are having the ultimate effect on consumer choice; in a case of different products from group of convenience goods were available.
- It has also revealed that elements of packaging are the most important for consumer's purchase decision. For a major part of consumers' attraction was a size of package and material are the main visual elements, whereas, product information is also the main verbal elements when purchasing milk and washing powder.
- Packaging has a better reach than advertising does, and can set a brand apart from its competitors. It promotes and reinforces the purchase decision not only at the point of purchase, but also every time the product is used. Packaging in different serving sizes can extend a product into new target markets or help to overcome cost barriers. Packaging can even drive the brand choice (especially in the context of children's products).

The Effects of Packaging on Consumers' Buying Decisions

The packaging provides the first impression of the product to the consumer. It is one of the strongest factors that influence their purchase decision. Research findings indicate that one-third of consumer purchase choices are based on packaging. In a market that is defined by competition, and a consumer who is under significant time pressure, it is the packaging of a product that moves the consumer towards or away from it.

- Color

Most product packaging experts know one of the fastest ways to catch a consumer's attention and boost brand awareness is with color. The color of the package is the first element that attracts the consumer's attention. A bold color or a color that stands out among the other packages are difficult to ignore. So, red is the color of choice for something that should not escape notice. Product categories are also traditionally associated with specific colors, like green for organic and blue for menthol or mint. Consumers develop associations between colors and brands. So, if the design bears the color associated with a particular brand that is well known or that they are loyal to, consumers will gravitate towards it.

A word of caution here is the fact that colors signify different associations in different cultures. So, one color may not suit all, and modifications may be needed based on cultural perceptions.

- Attractive Layout and Clarity in Typography

When the color has captured the attention of the consumer, he moves closer to read the contents of the package. A cluttered layout, lousy fonts, and excess content dissuade them from exploring the product further. The package design that presents the crucial information about product characteristics, its benefits, and its method of use, briefly with clarity and precision in a layout that is appealing, always influences the consumer positively.

A Study on Factors Influencing Customer Purchase Decision of Popular Candles

- Effective Graphics

The use of icons, logos, and designs attract the consumer. If the product is a brand, then, naturally, the logo of the brand figures prominently on the packaging. Icons symbolizing the product characteristics in place of text enable a less cluttered layout and also conveys the information faster. Appealing graphics are very effective in attracting the consumer.

- Size and Shape of the package

Research shows that larger packs attract the consumer faster because of the common perception that larger the size, greater the value. The study conducted by Speece bears out the fact that larger package sizes get more attention. The shape of the package also influences consumer response. Elongated packages have been found to attract attention faster than conventional shapes. Unusual and eye-catching shapes that appeal to the target category, like animal-shaped boxes for children or dainty boxes for teenage girls, always capture the consumer's attention.

- The Quality of the Packing material

Packaging that uses premium quality material certainly looks more attractive. Packages that are improperly fastened or made from poor quality paper, with poor print values do not draw the consumer's attention. No one likes to buy cheaply packaged products. While the material of better quality is more expensive, it more than pays its way through higher customer acquisition.

- Innovation in design

A package design made with better technology always attracts customer attention. Innovative technology that makes the package easier to open, carry or store or a package that is adequately child proofed or a package design that minimizes the probability of breakage or spillage, attracts consumers at once.

Most of the purchase decisions are made at the point of purchase and a product on a supermarket shelf has less than three seconds to grab the attention of a consumer. Their decision to purchase or walk away from a product, *prima facie*, depends on what the customer sees in the packaging of the product. Consumers tend to transfer their judgment of the packaging, to the quality of the product. When they see a well-packaged product bearing all the relevant information, they assume the product inside also to be of commensurately high quality. A tacky package that carries little information does not hold out a promise of value.

Factors That Influence Consumer Purchasing Decisions

A customer is surrounded by four key factors when considering any purchase: the product, the price, the promotion and the sales channel.

Take a look at these 5 factors that influence consumer purchasing decisions to improve the user experience and the sales conversion rate in any place of your multi-channel strategy.

- Everything in order and quick access

Your customers should orient themselves in an online store with the same ease as if they were in a physical store. It's absolutely necessary that they can immediately see where each product is, through an appropriate use of categories.

For this purpose, it's important to design a good organization system. Your catalog must be well managed in your central database and repositories, and it's key to have a Product Information Management system (PIM). This way both your work teams and customers will know where each product is categorized.

A Study on Factors Influencing Customer Purchase Decision of Popular Candles

- Images

Buying and selling in e-commerce is an increasingly visual experience, and if you don't show enough images a client will not feel confident to buy anything.

Online stores and marketplaces pages that have only one image or several bad quality pics arouse many doubts among users. Why is the product barely displayed? Is it bad or an imitation? Does the brand have no resources to create a bunch of good photographs? And there're also many specific questions that different users may have. Maybe a client wants to see closely how is the armhole of a dress, another one needs to check where are the buttons of a video camera, and another one wonders how long are some earrings. Showing high resolution images, in all possible angles and details, is the best way to solve even the strangest doubt.

- Detailed costs

Adding a product to the shopping cart and finding unexpected costs is the worst surprise that a customer can get, and is one of the main reasons for abandoned online stores.

Users need to know how much the shipment will cost, how many days it will take to receive it, if there is an express shipping option and what is its price, and if returns are allowed. All of this, next to the "Add to cart" button. You can further explain this information and requirements in your FAQ section or company policy, to cover all legal issues, but give in advance at least those basic data about shipping costs and times.

- Social influence

The generalized opinion about a type of product or brand in a social group is another factor that influence consumer purchasing decisions.

Keep control over your brand's image in social media and online forums, foster a friendly spirit and a good customer service, and develop marketing campaigns that draw attention to the values and preferences of your target group: tastes, trends and controversies change and emerge almost weekly in any niche.

Also, try that your products' descriptions quickly clear up common queries, with all the product information always available. Descriptions and bullet points should emphasize the utility of the product (to avoid a sensation of impulsive shopping), why it's innovative, different or better than others, its benefits and the evidence that it really is a trusty product (through testimonials and user reviews).

- Sensations

The individual psychology plays a very important role when it comes to deciding a purchase. This is the most difficult factor to measure and anticipate, since each person is unique. However, there are some design elements that can positively influence anybody, in addition to online behavior patterns common in social groups that you can study with analytic tools and focus groups before a product launch.

3.1 INTRODUCTION

This chapter focuses on research methodology that was used in the study. It provided a detailed description of research approach adopted in this study. Research design, population of the study, sampling, sample size, instruments used for the study, sources of data collection, software used for the analysis were presented in the subsequent sections. Research is defined as a careful consideration of study regarding a particular concern or a problem using scientific methods. According to the American sociologist Earl Robert Babble, "Research is a systematic inquiry to describe, explain, predict and control the observed phenomenon. Research involves inductive and deductive methods." Inductive research methods are used to analyse the observed phenomenon whereas; deductive methods are used to verify the observed phenomenon. Inductive approaches are associated with qualitative research and deductive methods are more commonly associated with quantitative research. Research means search for knowledge. Research methodology aims at discovering the truth. It is an essential and powerful tool for making the progress. Research methodology undertaken to discover answers to questions is by applying some scientific methods. Research is carried on both for discovering new facts verification of old ones. Research methodology is carried on for identifying hidden things. According to Clifford woody, "Research comprises of defining and redefining problems, formulating hypothesis, collecting, organizing and evaluating data, making deductions and research conclusions and at last carefully testing conclusion to determine whether they fit the formulated hypothesis". Research is too systematic solving the research problems. It involves all those methods and techniques that are adopted for the collection analysis of interpretation of data to solve the problem. This includes research designing, type of data collected, method used for collecting and analysis the data, statistical tool etc. Research in technical sense is an academic activity. Clifford woody (Kothari 1988) defined research as "an activity that defining and redefine problems, formulating a hypothesis; collecting and evaluating data; making deductions and reaching conclusions; and carefully testing the conclusions to determine if they support the formulated hypothesis. Research is also a way of preparing the mind to look at things in a different way. Out of such an orientation would come new and innovative observation about everyday events and happenings.

Research is a common parlance refers to the search for knowledge. It can be also defined as a scientific and systematic search for pertinent information on specific topic.

3.2 RESEARCH DESIGN

A research design is a framework or blueprint for conducting the marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems. Although a broad approach to the problem has already been developed, the design specifies the details of implementing that approach. A good research design will ensure that the marketing research project is conducted effectively and efficiently. Typically, this research design involves the following components or tasks:

- a) Classify the nature of research
- b) Define the information needed
- c) Specify the measurement and scaling procedures
- d) Construct a questionnaire for data collection
- e) Specify the sampling process and sample size
- f) Develop a plan for data analysis

The conceptual framework in which research is carried out is known as research design. It serves as a plan for data gathering, measurement, and analysis. The study method is defined by the research design. After the formulation of the research problem, the research design is created. Descriptive research is the method used in this study. Descriptive research is a sort of fact-gathering research. It is commonly utilised in research in the physical, natural, and social sciences. The primary goal of descriptive research is to provide a description of the current situation.

3.3 POPULATION

Population refers to the total number of people that are the subjects/respondents of the study. The population here is the customers of candles in Kerala.

3.4 SAMPLING

Sampling is the process of selecting a sample from the entire population. Convenience sampling was used to select the sample. In this project the researcher selected convenience sampling because the population is large.

Convenience sampling

Convenience sampling is a sampling method that uses participants who are most conveniently available. Convenience sampling is a non-probability method, which is appropriate when a researcher wants to get a gross approximation of the truth, while avoiding the time and cost of a random sample. Convenience sampling could be a good fit for your research if you want to get an idea of people's attitudes and opinions, you want to run a test pilot for your survey, you want to generate hypotheses that can be tested in greater depth in future research. Convenience sampling is beneficial when time is a constraint as it is a simple method and takes minimal effort. Many researchers prefer convenience sampling as there are few rules to follow, and it allows researchers to generate large samples in short periods of time.

The scaling used for the study is 'Five Point Likert scale'. Scaling is the branch of measurement that involves the construction of an instrument that associates qualitative constructs with quantitative metric units. A Likert scale is a scale used to represent people's attitudes to a topic. It is the most widely used approach to scaling responses in survey research. The Likert Scale is used to allow the individual to express how much they are satisfied or dissatisfied with a particular statement.

The format of a typical five-point Likert scale, for example, could be:

- Strongly Agree
- Agree
- Neither agree nor disagree / Neutral
- Disagree
- Strongly Disagree

3.5 SAMPLE SIZE

Sample size is a small group of 153 samples taken under consideration. This small group represents the total population. As it is impossible to approach all respondents, a Sample was selected which represents the whole population. The sample were taken from the Thrissur and Ernakulam district customers of the popular candles.

3.6 DATA COLLECTION

The task of data collection begins after a research problem has been defined and research design is chalked out. While deciding about the method of data collection to be used for study, the researcher should keep two types of data they are Primary data and Secondary data

Primary data

Primary data are those data which are collected for the first time. Primary data can be obtained either through observation or through direct communication. In this sample, A sample survey was used for collecting the primary data. The primary data is collected by using a questionnaire method. In this method the questionnaire is distributed to 178 customers of the popular candles and 153 responses have collected as sample.

Data Collection Tool

The tool used for data collection is through questionnaires using Likert scale, which is termed as a summated instrument scale. It consists of a number of statements which express whether a positive or negative attitude towards the object of interest. The respondents are asked to agree or disagree with each statement. Each response is given a numerical score to reflect its degree of attitude, and the scores are totalled to measure the respondent's attitude. Here in this project researchers used a 5-point scale questionnaire for data collection.

3.7 STATISTICAL TREATMENT

Statistical treatment means the tool or technique that is used for analysing and interpreting the data. Through this researcher can do an easy study on data collected by him and make the interpretation. The statistical treatment used for the interpretation are:

Percentage analysis

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 – percentage) for better understanding of collected data. Percentage analysis is applied to create a contingency table from the frequency distribution and represent the collected data for better understanding.

3.8 SOFTWARE USED FOR THE STUDY

This project research used the MS Excel in order to analyse the data and find out conclusions.

MS Excel

Microsoft Excel is a spreadsheet programme that is available for Windows, Mac OS X, and iOS. It includes calculating, graphing tools, pivot tables, and Visual Basic for Applications, a macro programming language. It has become the industry standard for spreadsheets for these systems, notably after version 5 in 1993, when it superseded Lotus 1-2-3 as the industry standard. Excel forms part of Microsoft Office.

The chart which used for the data analysis is clustered column chart. Clustered Column Chart is the default column chart behavior where values from all series are displayed next to each other at the same category axis value.

4.1 INTRODUCTION

The process of analysing, cleaning, manipulating, and modelling data with the objective of identifying usable information, drawing conclusions, and assisting decision-making is known as data analysis. Data analysis includes several dimensions and approaches, including a wide range of techniques in various business, science, and social science disciplines under various names. Cleaning, converting, and modelling data to identify usable information for business decision-making is defined as data analysis. Data analysis' goal is to extract usable information from data and make decisions based on that knowledge. The process of examining data using analytical and logical reasoning to investigate each component of the data presented is known as data analysis. Data is obtained from a variety of sources, examined, and then analysed to arrive at some sort of conclusion or findings. Data mining, text analytics, business intelligence, and data visualisation are only a few examples of various data analysis methods. The precise and appropriate analysis of study findings is a critical component of ensuring data integrity. Data analysis is the most important aspect of any study. The data analysis process summarises the information gathered. It entails the use of analytical and logical reasoning to data in order to identify patterns, correlations, and trends. Data analysis is a technique that is used to analyse the acquired data after all of the data has been collected. The type of data analysis tool employed is determined by the data type. The completed questionnaire was edited for completeness and consistency before being processed. The information was then coded to allow the responses to be categorised. The data in this study were analysed using percentage analysis and graphical representation. The information gathered was tabulated and then converted to percentages. The percentage is then represented graphically using graphs such as bar charts. Finally, based on the tabulated data and graph, conclusions are drawn.

4.2 DATA ANALYSIS

Table 4.2.1: Gender of Respondents

Gender	Frequency	Percentage
Male	79	51.63%
Female	74	48.37%
Total	153	100%

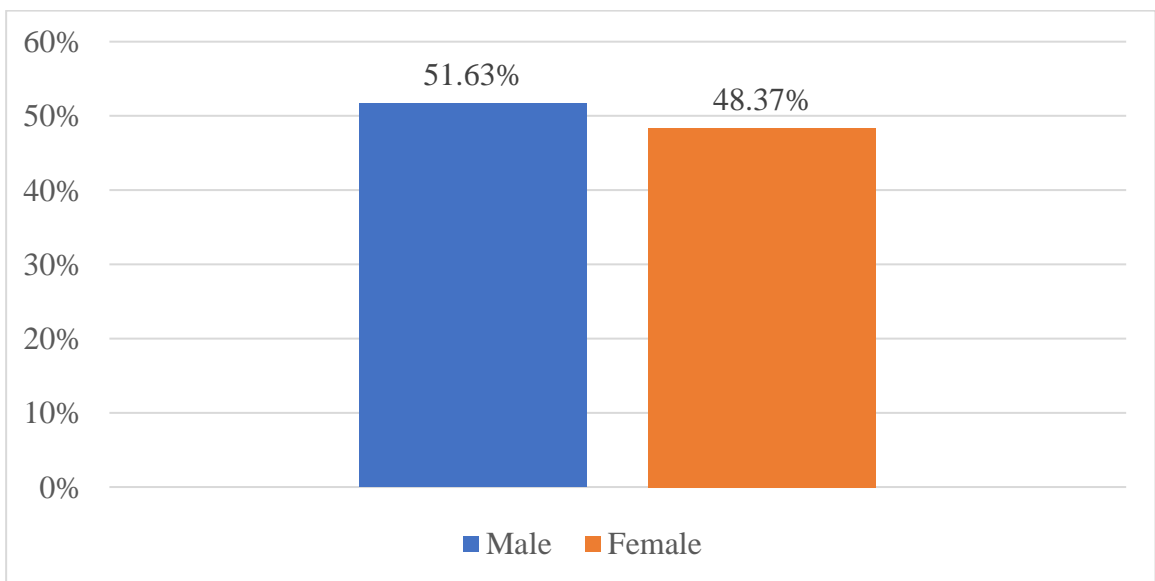


Fig 4.2.1: Gender of Respondents

Interpretation

From the fig 4.2.1, we can see that, out of 153 respondents collected 51.63% of the customers were males and 48.37% of the customers were females.

Table 4.2.2: Age Group of respondents

Response	Frequency	Percentage
Below 20 years	13	8.50%
20 to 29 years	107	69.93%
30 to 39 years	11	7.19%
40 to 49 years	11	7.19%
50 to 59 years	8	5.23%
60 & above years	3	1.96%
Total	153	100%

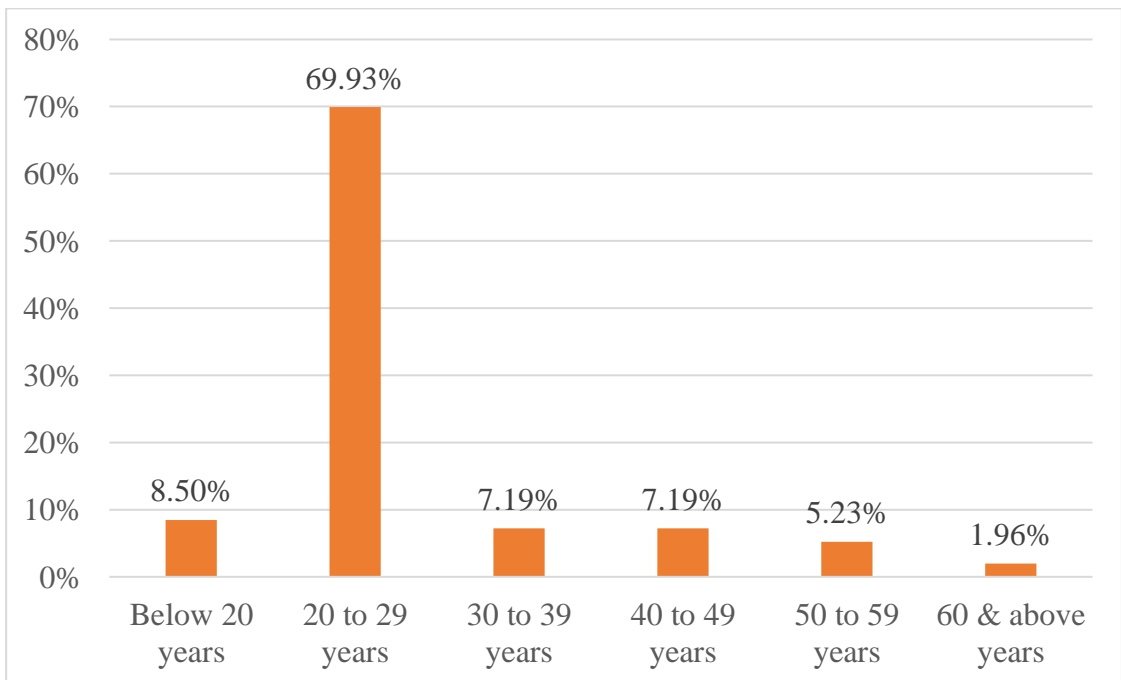


Fig 4.2.2: Age Group of respondents

Interpretation

From the fig 4.2.2 we can see that, majority of respondents i.e., 69.93% were belongs to the age category of 20-29 years, followed by 8.50% of below 20 years. 7.19% of 30-39 years and 40-49 years. 5.23% of respondents 50-59 years and only 1.96% of 60 & above years.

Table 4.2.3: Material Status

Material status	Frequency	Percentage
Married	43	28.10%
Unmarried	110	71.90%
Total	153	100%

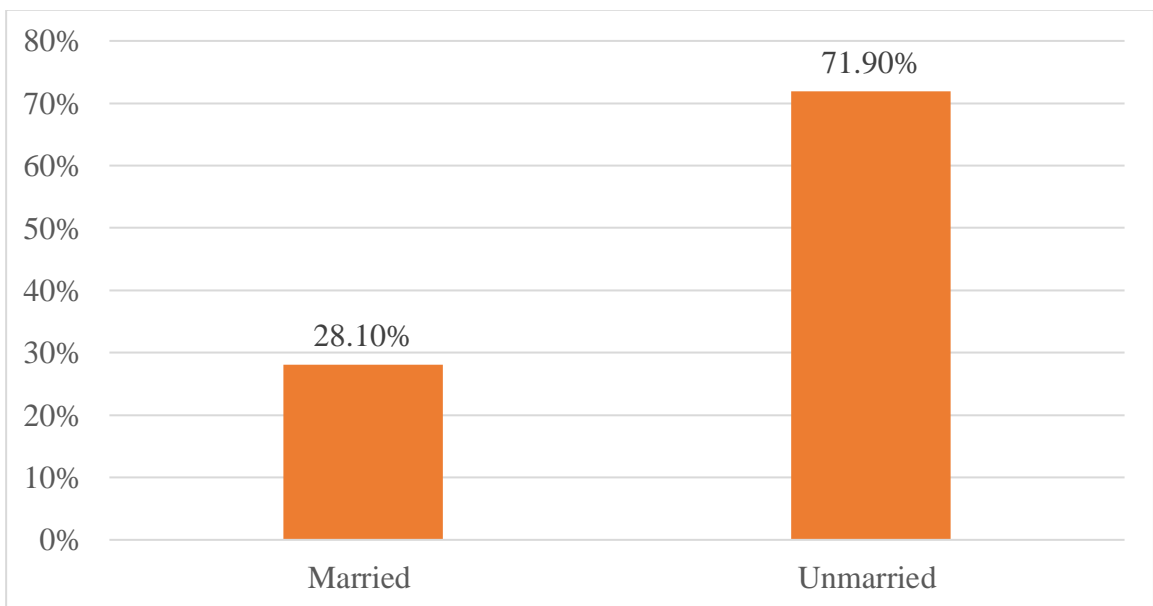


Fig 4.2.3: Material Status

Interpretation

From the fig 4.2.3 we can see that, 71.90% of respondents are unmarried whereas 28.10% of respondents are married.

Table 4.2.4: Customers Educational Qualification

Response	Frequency	Percentage
SSLC	5	3.27%
HSC	28	18.30%
Graduate	63	41.18%
Post Graduate	57	37.25%
Doctorate	0	0%
Total	153	100%

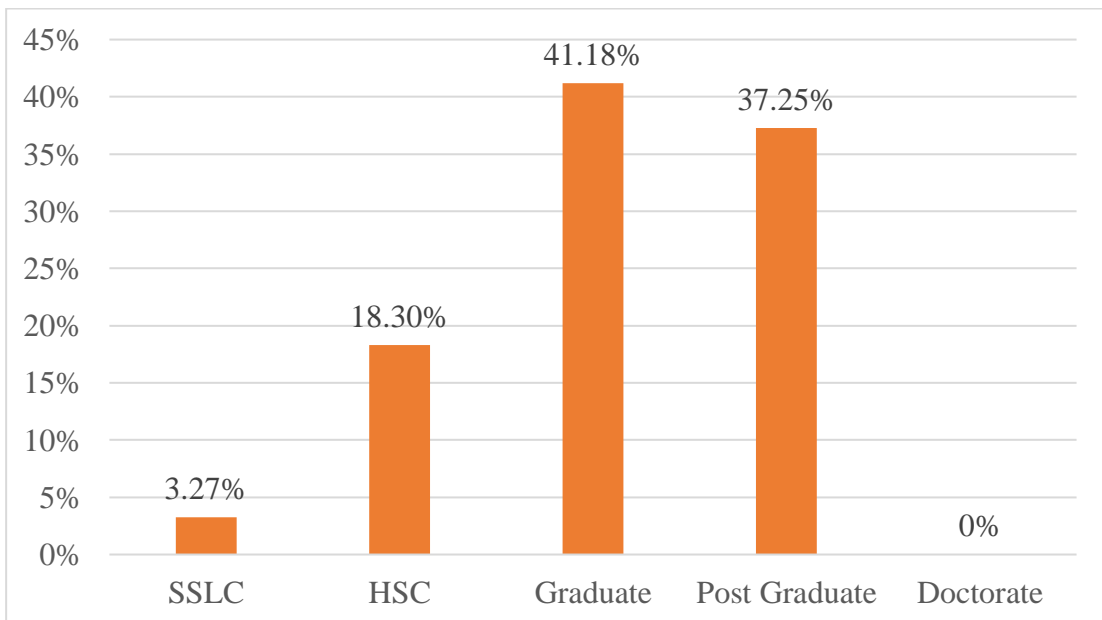


Fig 4.2.4: Customers Educational Qualification

Interpretation

From the fig 4.2.4 we can see that, 41.18% of respondents are graduates, followed by 37.25% post graduate, 18.30% HSC and 3.27% SSLC. 0% of respondents are doctorate.

Table 4.2.5: Customers Work Status

Response	Frequency	Percentage
Student	84	54.90%
Employee	46	30.07%
House wife	14	9.15%
Retired	0	0%
Unemployed	2	1.31%
Professional	7	4.57%
Total	153	100%

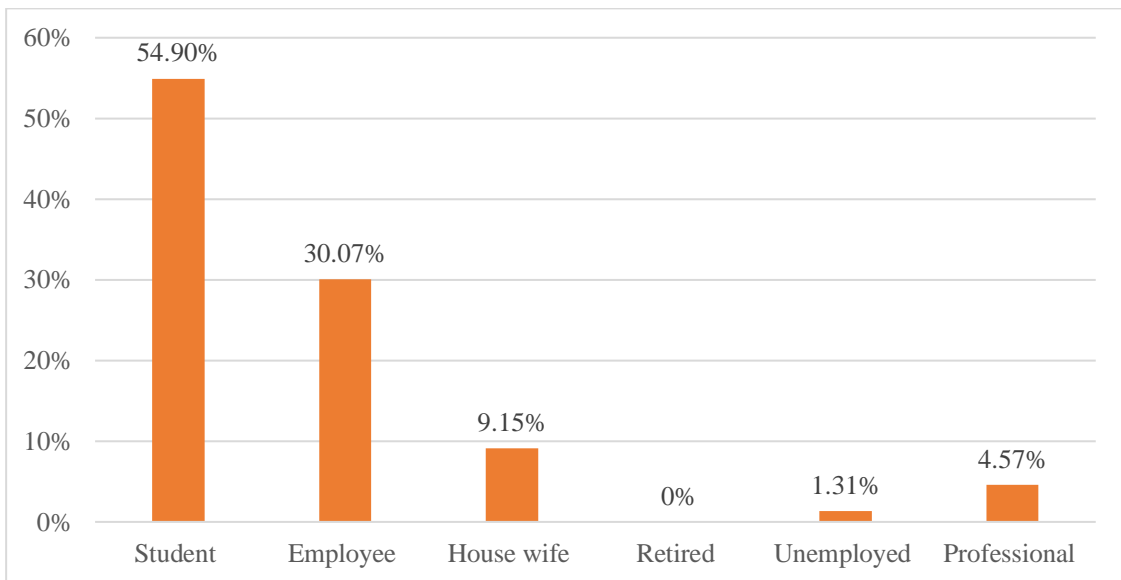


Fig 4.2.5: Customers Work Status

Interpretation

From the fig 4.5 we can see that, 54.90% of respondents are student, followed by 30.07% are employee, 9.15% are house wife, 4.57% are professionals and 1.31% are unemployed. Only 0% are retired.

Table 4.2.6: Candles that customers use regularly

Response	Frequency	Percentage
Popular Candles	85	55.56%
K.C. Candles	43	28.10%
Prakash Candles	16	10.46%
Davisson Candles	9	5.88%
Total	153	100%

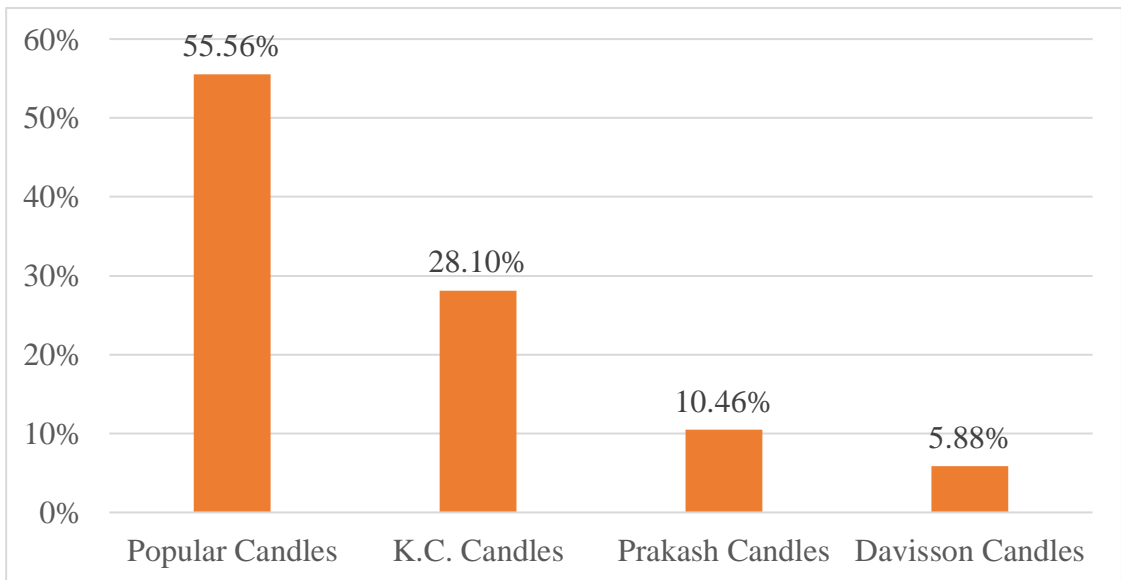


Fig 4.2.6: Candles that customers use regularly

Interpretation

From the fig 4.2.6 we can see that, 55.56% of respondents use popular candles regularly, followed by 28.10% of respondents use K.C. Candles, 10.46% respondents use Prakash Candles and 5.88% of respondents use Davisson Candles.

Table 4.2.7: Customers personnel monthly income

Response	Frequency	Percentage
Less than 10,000	95	62.09%
10,001-20,000	23	15.03%
20,001-30,000	12	7.84%
30,001-40,000	5	3.27%
40,001-50,000	7	4.58%
50,001 & above	11	7.19%
Total	153	100%

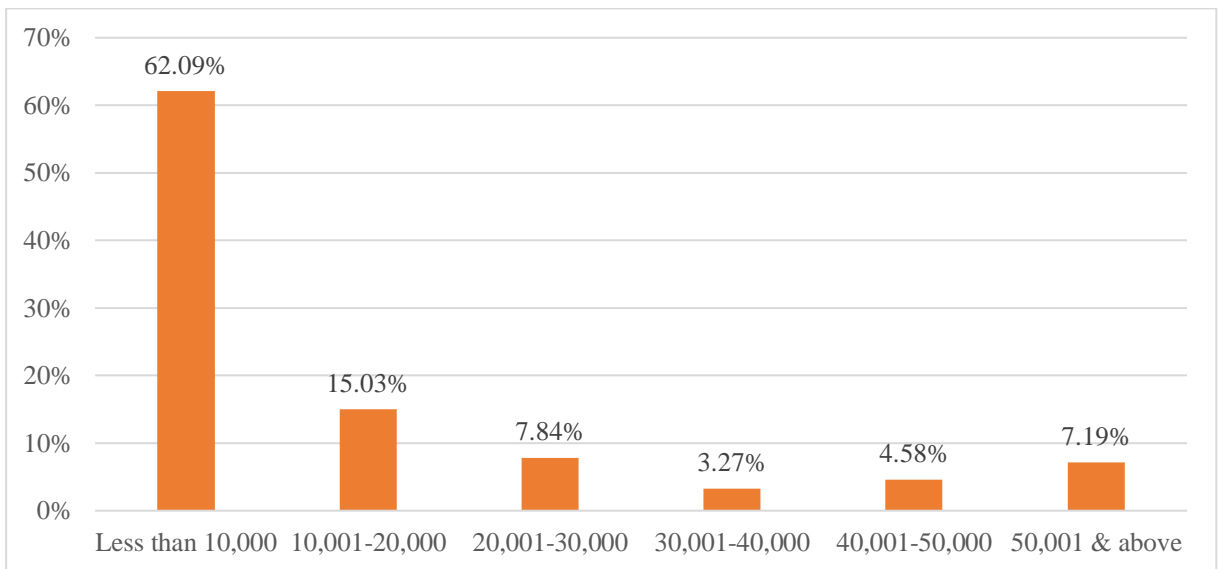


Fig 4.2.7: Customers personnel monthly income

Interpretation

From the fig 4.2.7 we can see that, 62.09% of respondents earn a monthly income of less than 10000, followed by 15.03% in between 10001-20000, 7.84% in between 20001-30000, 7.19% earn 50001& above and 4.58% earn in between 40001-50000. Only 3.37% earn 30001-40000.

Table 4.2.8: Customers like to buy candles that are packed attractively

Response	Frequency	Percentage
Strongly Agree	25	16.34%
Agree	83	54.25%
Neutral	34	22.23%
Disagree	9	5.88%
Strongly Disagree	2	1.31%
Total	153	100%

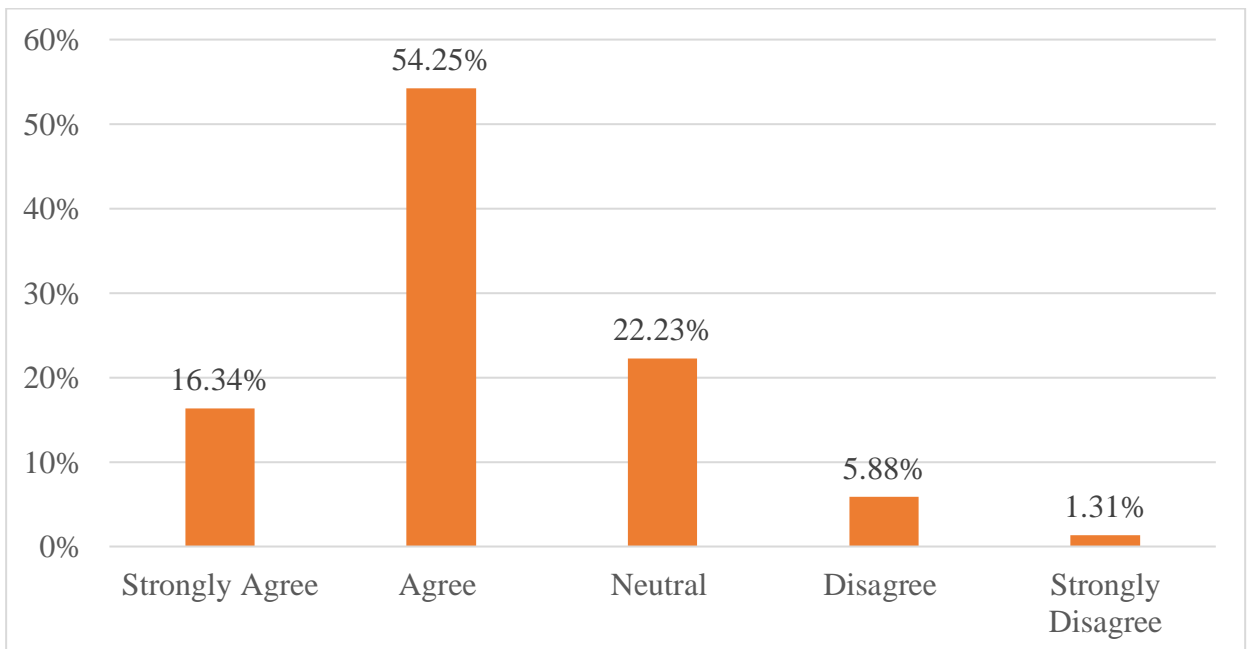


Fig 4.2.8: Customers like to buy candles that are packed attractively

Interpretation

From the fig 4.2.8 we can see that, 54.25% of the respondents agree to buy candles that are packed attractively, followed by 22.23% neutral, 16.34% where strongly agree and 5.88% disagree to buy candles. Remaining 1.31% are strongly disagree to buy candles based on attractiveness.

Table 4.2.9: Customers prefer candles that are packed colourfully

Response	Frequency	Percentage
Strongly Agree	23	15.03%
Agree	75	49.02%
Neutral	36	23.53%
Disagree	14	9.15%
Strongly Disagree	5	3.27%
Total	153	100%

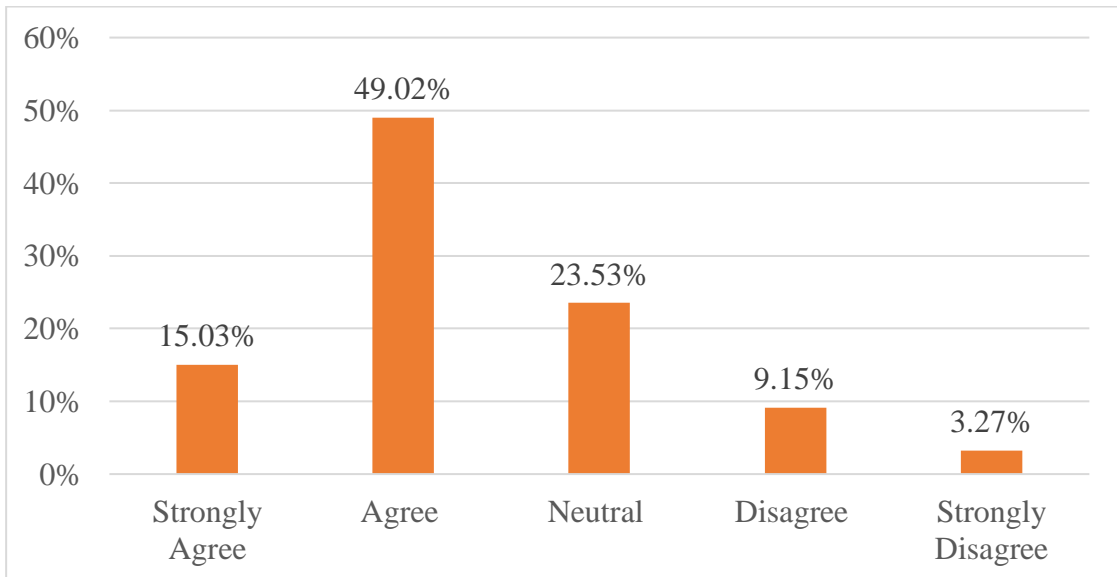


Fig 4.2.9: Customers prefer candles that are packed colourfully

Interpretation

From the fig 4.2.9 we can see that, 49.02% of respondents prefer colour full packaging, followed by 23.53% neutral, 15.03% strongly agree and 9.15% disagree. Only 3.27% strongly disagree by colored packaging.

Table 4.2.10: Customers prefer candles that are offered in appropriate packaging

Response	Frequency	Percentage
Strongly Agree	36	23.53%
Agree	86	56.21%
Neutral	23	15.03%
Disagree	6	3.92%
Strongly Disagree	2	1.31%
Total	153	100%

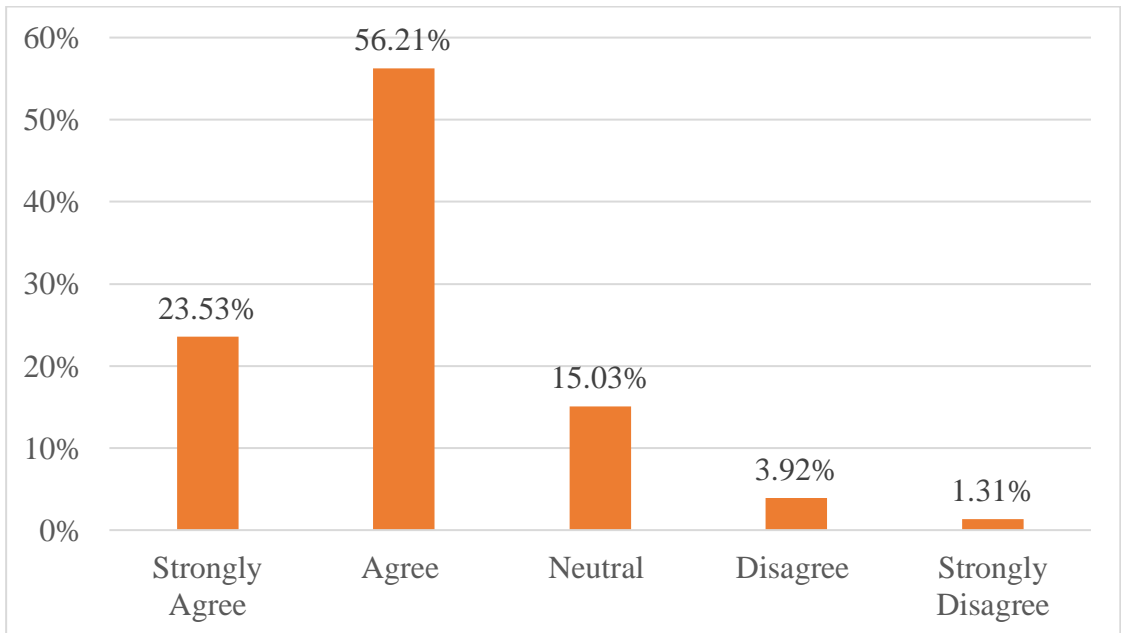


Fig 4.2.10: Customers prefer candles that are offered in appropriate packaging

Interpretation

From the fig 4.2.10 we can see that, 56.21% of respondents agree with the packing of popular candles, followed by 23.53% strongly agree, 15.03% neutral, 3.92% disagree and 1.31% strongly disagree.

Table 4.2.11: Promotional schemes influence purchase decision

Response	Frequency	Percentage
Strongly Agree	26	16.99%
Agree	71	46.41%
Neutral	42	27.45%
Disagree	12	7.84%
Strongly Disagree	2	1.31%
Total	153	100%

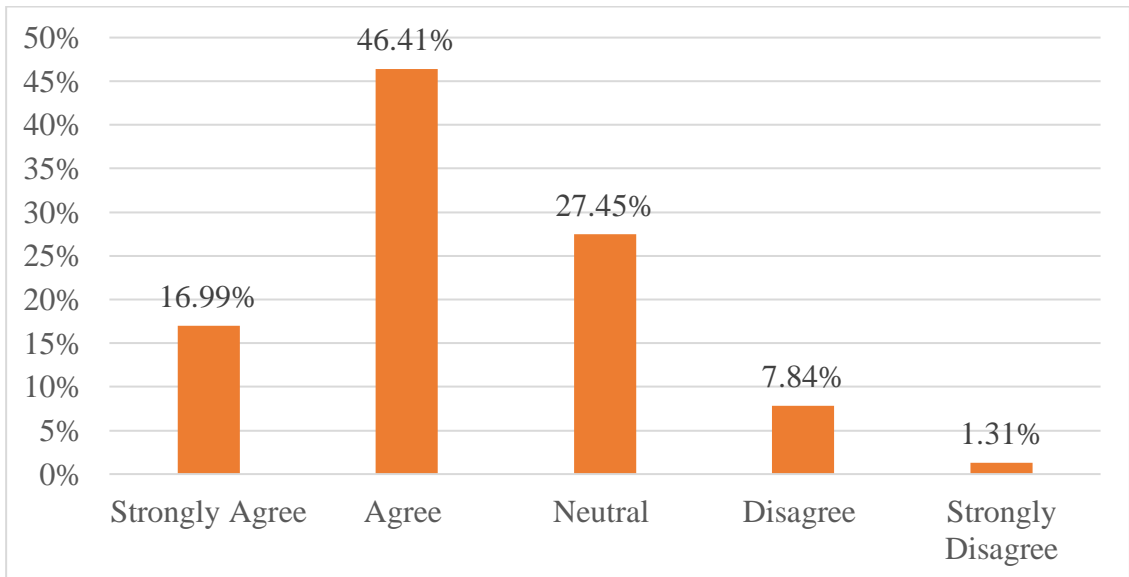


Fig 4.2.11: Promotional schemes influence purchase decision

Interpretation

From the fig 4.2.11 we can see that, 46.41% of respondents agree that promotional schemes have impact in their decision of purchase, followed by 27.45% neutral, 16.99% strongly agree and 7.84% disagree. 1.31% strongly disagree with this statement.

Table 4.2.12: Advertisements are the best method to introduce the product

Response	Frequency	Percentage
Strongly Agree	43	28.11%
Agree	74	48.37%
Neutral	31	20.26%
Disagree	4	2.61%
Strongly Disagree	1	0.65%
Total	153	100%

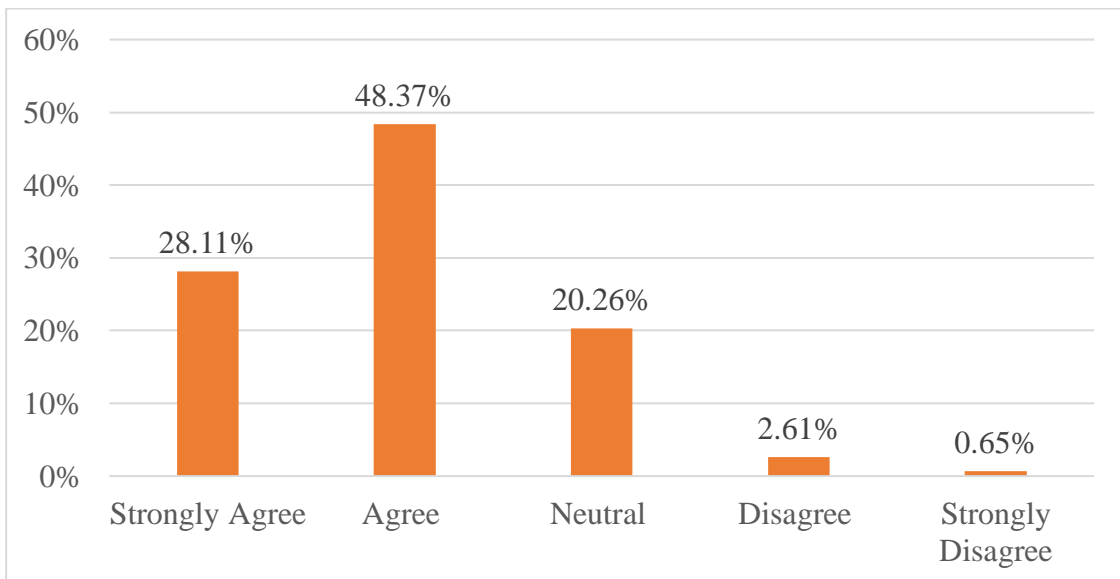


Fig 4.2.12: Advertisements are the best method to introduce the product

Interpretation

From the fig 4.2.12 we can see that, 48.37% of respondents agree that advertisements are the best method to introduce product followed by, 28.11% strongly agree, 20.26% neutral and 2.61% disagree. Only 0.65% strongly disagree that advertisement are the best method to introduce the product.

Table 4.2.13: Promotional schemes attract customers to buy the Popular Candles

Response	Frequency	Percentage
Strongly Agree	20	13.08%
Agree	79	51.63%
Neutral	36	23.53%
Disagree	15	9.80%
Strongly Disagree	3	1.96%
Total	153	100%

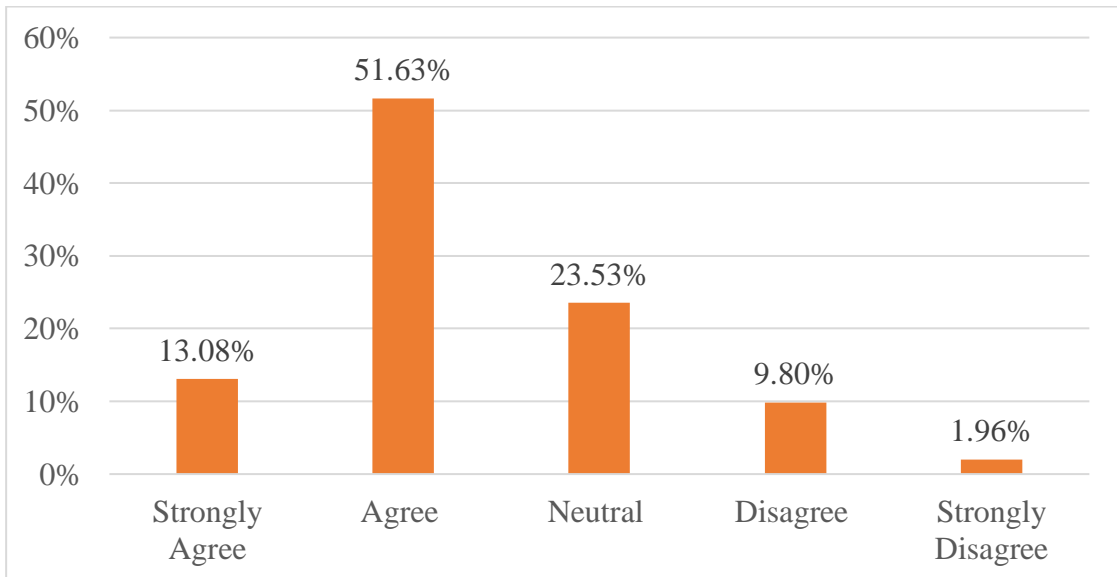


Fig 4.2.13: Promotional schemes attract customers to buy the Popular Candles

Interpretation

From the fig 4.2.13 we can see that, 51.63% of respondents agree that promotional schemes attract the customers to buy the popular candles, followed by 23.53% neutral, 13.08% strongly agree and 9.80% disagree. 1.96% strongly disagree towards this statement.

Table 4.2.14: If Popular Candles are not available customers buy another brand

Response	Frequency	Percentage
Strongly Agree	34	22.22%
Agree	77	50.33%
Neutral	35	22.88%
Disagree	7	4.57%
Strongly Disagree	0	0%
Total	153	100%

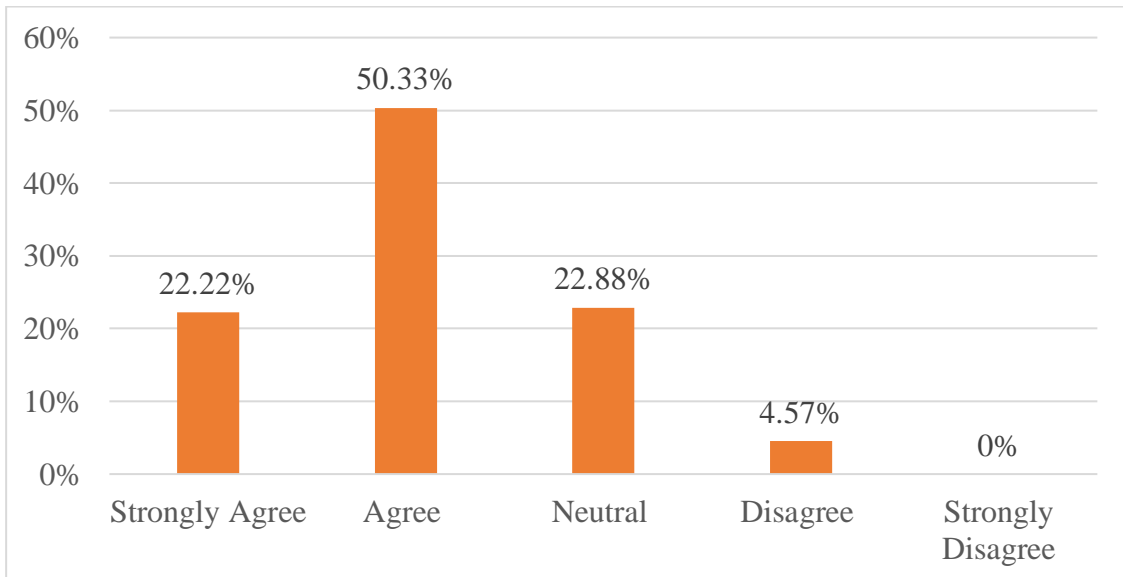


Fig 4.2.14: If Popular Candles are not available customers buy another brand

Interpretation

From the fig 4.2.14 we can see that, 50.33% of respondents agree that if popular candles are not available then customers buy another brand followed by, 22.88% neutral, 22.22% strongly agree and only 4.57% disagree towards this statement. 0% responds strongly disagree.

Table 4.2.15: Customers satisfied with availability of the candle brand in their locality

Response	Frequency	Percentage
Strongly Agree	34	22.22%
Agree	85	55.55%
Neutral	27	17.65%
Disagree	7	4.58%
Strongly Disagree	0	0%
Total	153	100%

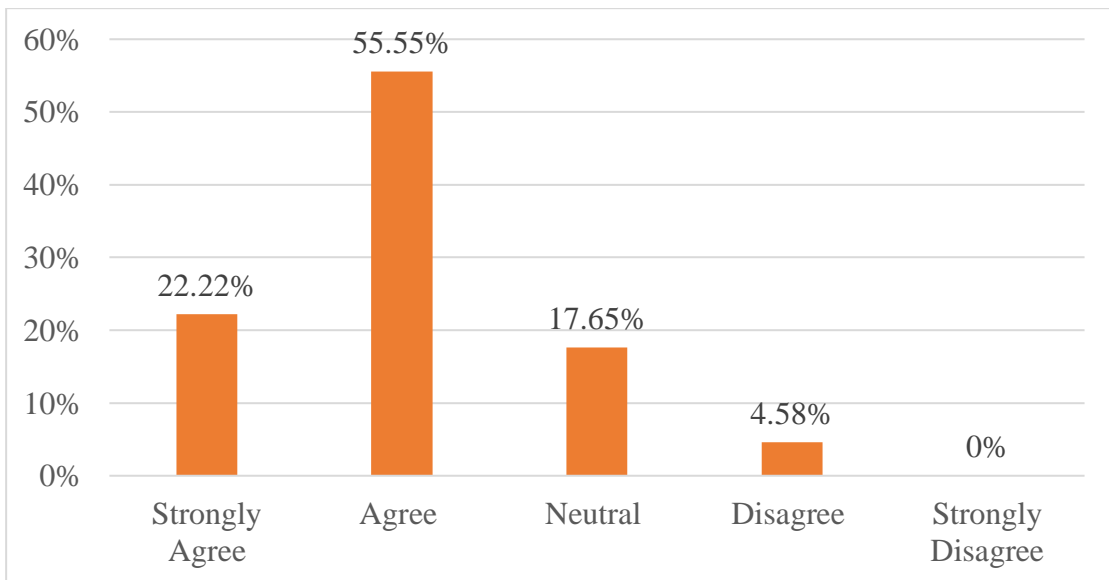


Fig 4.2.15: Customers satisfied with availability of the candle brand in their locality

Interpretation

From the fig 4.2.15 we can see that, 55.55% of respondents agree that customers are satisfied with availability of the candle brand in their locality, followed by 22.22% strongly agree, 17.65% neutral, and only 4.58% disagree towards this statement. 0% responds strongly disagree.

Table 4.2.16: Customers wait for Popular Candles, if it is not available with the retailer

Response	Frequency	Percentage
Strongly Agree	19	12.42%
Agree	51	33.33%
Neutral	35	22.88%
Disagree	35	22.88%
Strongly Disagree	13	8.49%
Total	153	100%

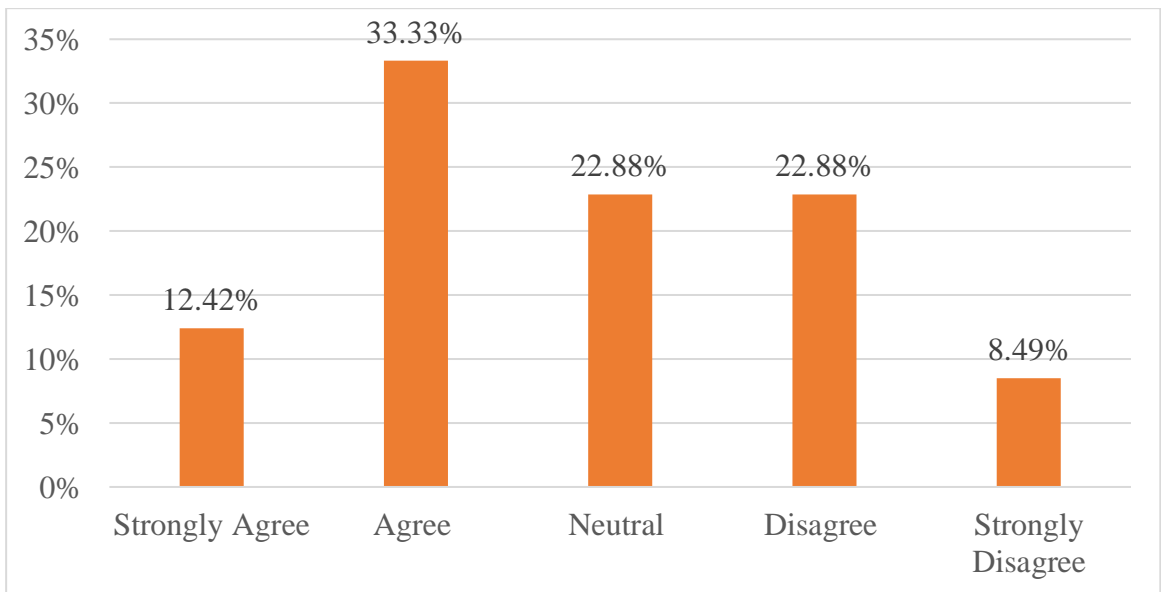


Fig 4.2.16: Customers wait for Popular Candles, if it is not available with the retailer

Interpretation

From the fig 4.2.16 we can see that, 33.33% of respondents agree that they will wait for popular candles if it is not available with the retailer, followed by 22.88% are neutral and disagree, 12.42% strongly agree and 8.49% strongly disagree.

Table 4.2.17: Low priced products over high priced products

Response	Frequency	Percentage
Strongly Agree	22	14.38%
Agree	63	41.18%
Neutral	58	37.91%
Disagree	9	5.88%
Strongly Disagree	1	0.65%
Total	153	100%

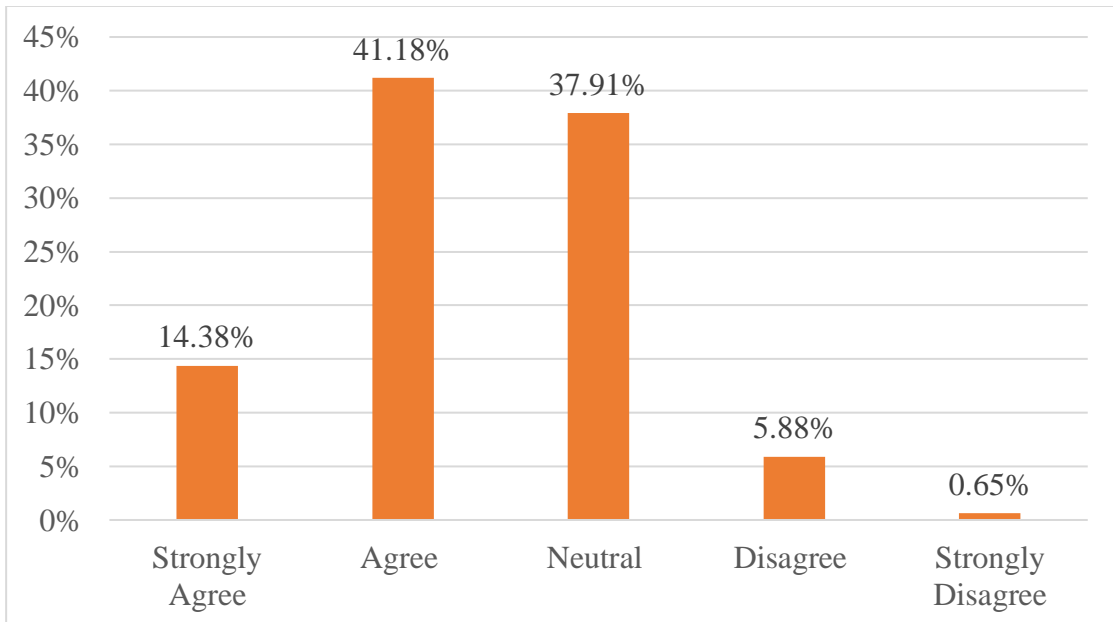


Fig 4.2.17: Low priced products over high priced products

Interpretation

From the fig 4.2.17 we can see that, 41.18% of respondents agree with the statement that customers prefer low priced products over high priced product, followed by 37.91% neutral, 14.38% strongly agree, 5.88% disagree and only 0.65% strongly disagree towards it.

Table 4.2.18: Popular Candles offer various price options

Response	Frequency	Percentage
Strongly Agree	27	17.65%
Agree	81	52.94%
Neutral	37	24.18%
Disagree	6	3.92%
Strongly Disagree	2	1.31%
Total	153	100%

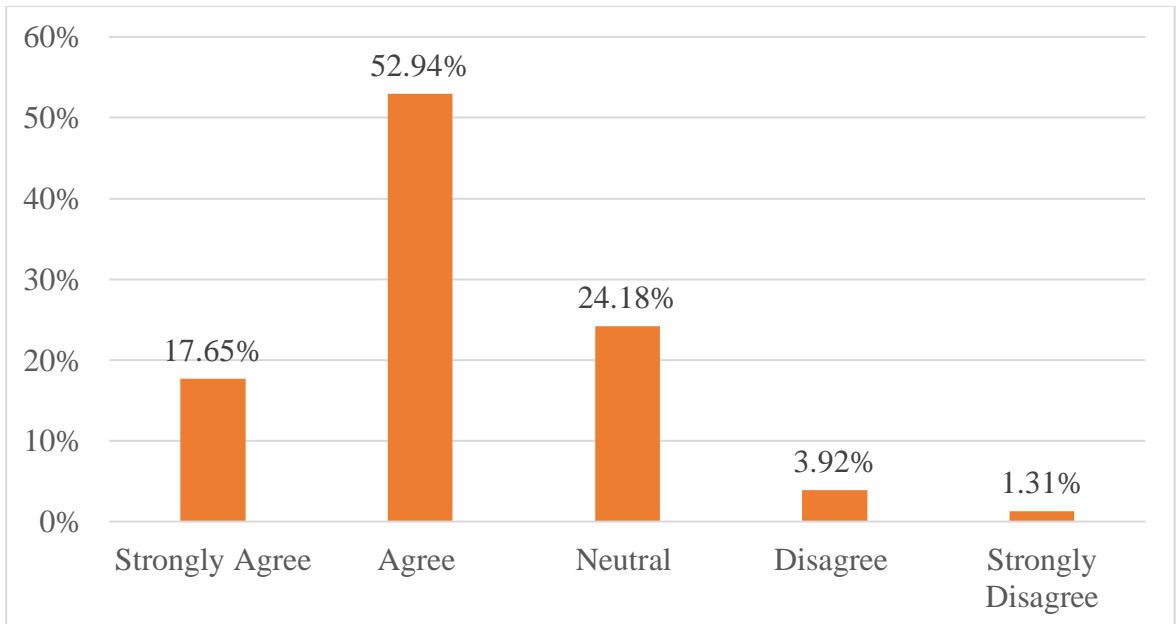


Fig 4.2.18: Popular Candles offer various price options

Interpretation

From the fig 4.2.18 we can see that, 52.94% of respondents agree that popular candles offer various price options, followed by 24.18% responds neutral, 17.65% strongly agree, 3.92% disagree and only 1.31% strongly disagree.

Table 4.2.19: Popular Candles are of best quality

Response	Frequency	Percentage
Strongly Agree	29	18.95%
Agree	77	50.33%
Neutral	40	26.14%
Disagree	7	4.58%
Strongly Disagree	0	0%
Total	153	100%

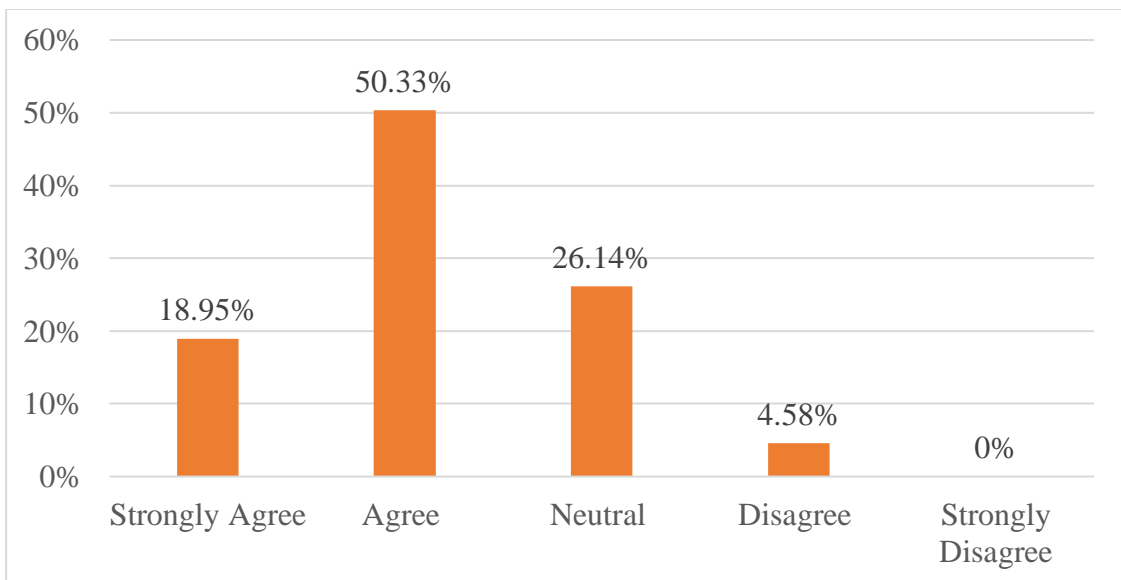


Fig 4.2.19: Popular Candles are of best quality

Interpretation

From the fig 4.2.19 we can see that, 50.33% of respondents agree that popular candles are of best quality, followed by 26.14% neutral, 18.95% strongly agree and only 4.58% disagree towards this statement. 0% responds strongly disagree

Table 4.2.20: Popular Candles offered at attractive price

Response	Frequency	Percentage
Strongly Agree	25	16.34%
Agree	88	57.52%
Neutral	34	22.22%
Disagree	4	2.61%
Strongly Disagree	2	1.31%
Total	153	100%

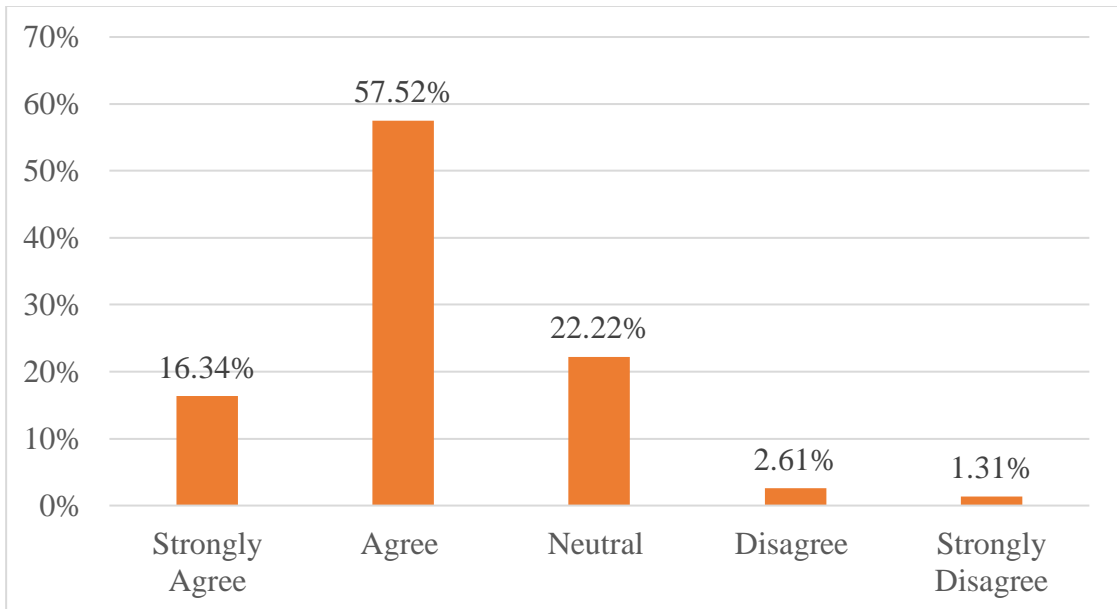


Fig 4.2.20: Popular Candles offered at attractive price

Interpretation

From the fig 4.2.20 we can see that, 57.52% of respondents agree that popular candles offered at attractive price, followed by 22.22% neutral, 16.34% strongly agree, 2.61% disagree and 1.31% strongly disagree.

Table 4.2.21: High quality products over the low-priced product with low quality

Response	Frequency	Percentage
Strongly Agree	26	16.99%
Agree	69	45.10%
Neutral	41	26.80%
Disagree	15	9.80%
Strongly Disagree	2	1.31%
Total	153	100%

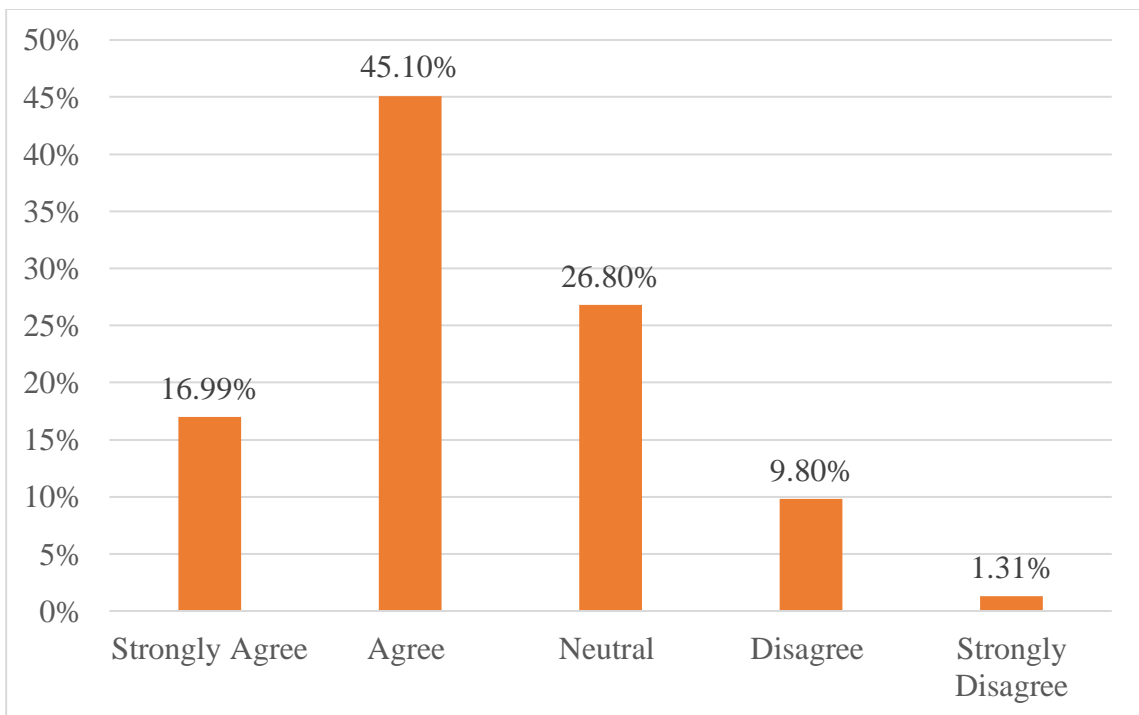


Fig 4.2.21: High quality products over the low-priced product with low quality

Interpretation

From the fig 4.2.21 we can see that, 45.10% of respondents agree that they prefer high quality products over the low-priced product with low quality, followed by 26.80% neutral, 16.99% strongly agree, 9.80% disagree and 1.31% strongly disagree.

Table 4.2.22: Quality of popular candles is up to the mark

Response	Frequency	Percentage
Strongly Agree	18	11.76%
Agree	85	55.56%
Neutral	45	29.41%
Disagree	3	1.96%
Strongly Disagree	2	1.31%
Total	153	100%

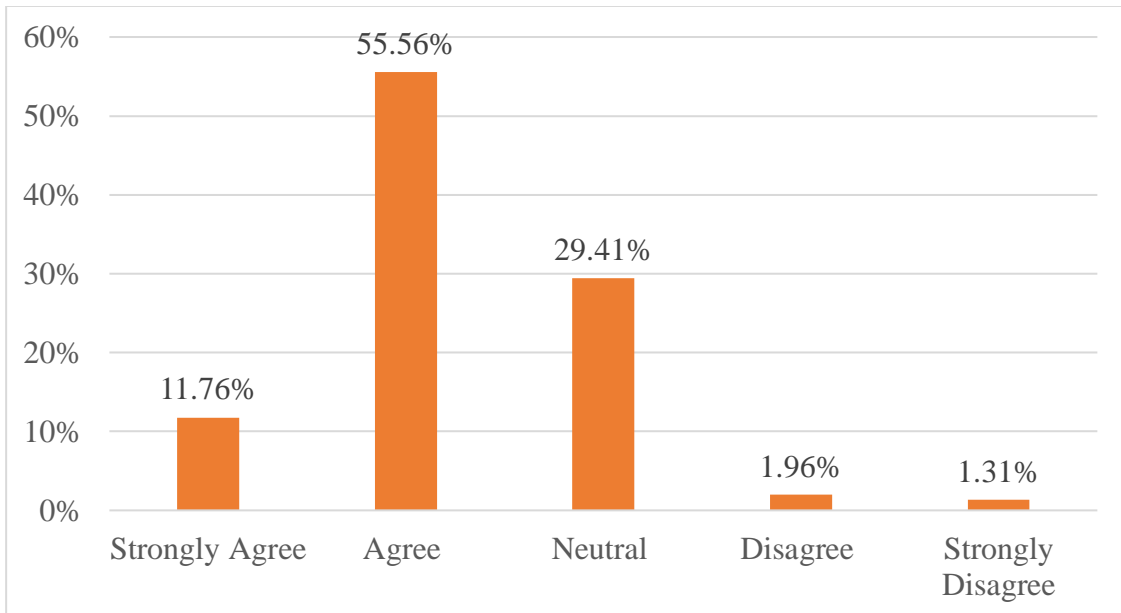


Fig 4.2.22: Quality of popular candles is up to the mark

Interpretation

From the fig 4.2.22 we can see that, 55.56% of respondents agree that quality of popular candles is up to the mark, followed by 29.41% neutral, 11.76% strongly agree, 1.96% disagree and only 1.31% strongly disagree to this statement.

Table 4.2.23: Customers purchase decision again to choose same brand of candles

Response	Frequency	Percentage
Strongly Agree	19	12.42%
Agree	84	54.90%
Neutral	46	30.07%
Disagree	3	1.96%
Strongly Disagree	1	0.65%
Total	153	100%

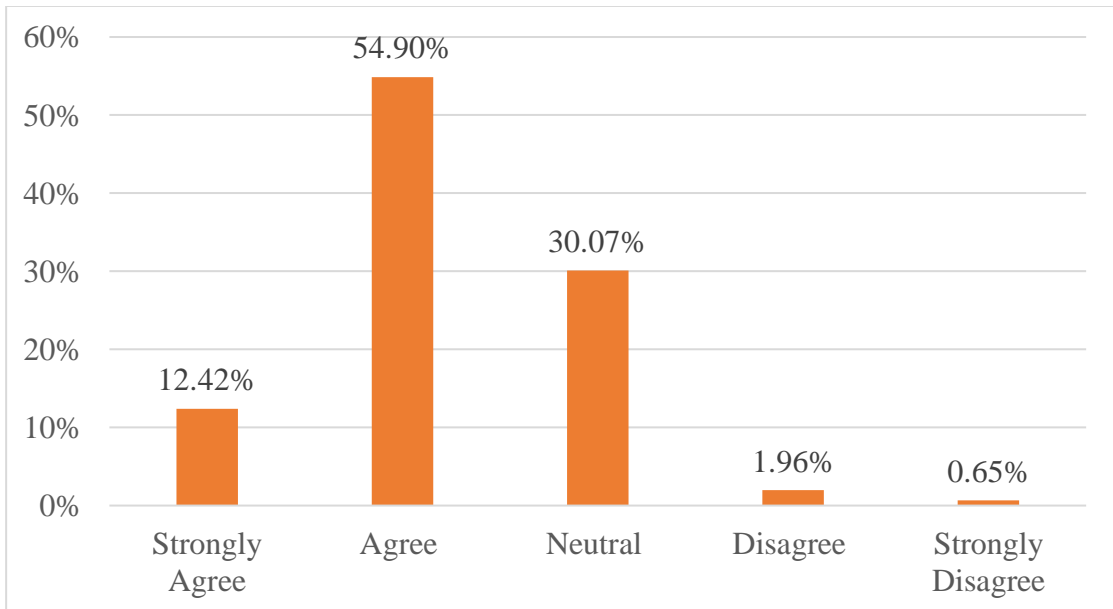


Fig 4.2.23: Customers purchase decision again to choose same brand of candles

Interpretation

From the fig 4.2.23 we can see that, 54.90% of respondents agree that if they could make candle purchase decision again, they choose same brand of candles (popular candles), followed by 30.07% responds neutral, 12.42% strongly agree, 1.96% disagree. Only 0.65% strongly disagree this statement.

Table 4.2.24: Customers buy candles after making clear purchase decision

Response	Frequency	Percentage
Strongly Agree	21	13.73%
Agree	81	52.94%
Neutral	43	28.10%
Disagree	6	3.92%
Strongly Disagree	2	1.31%
Total	153	100%

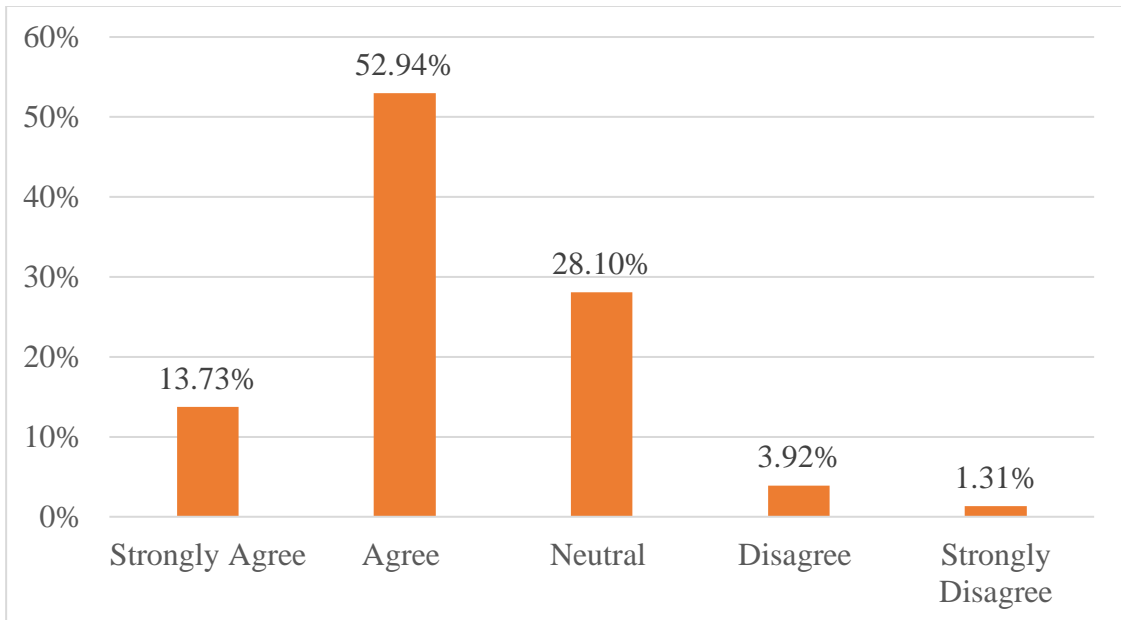


Fig 4.2.24: Customers buy candles after making clear purchase decision

Interpretation

From the fig 4.2.24 we can see that, 52.94% of respondents agree that they buy candles after making clear purchase decision, followed by 28.10% neutral, 13.73% strongly agree and 3.92% disagree. 1.31% strongly disagree this statement.

Table 4.2.25: Customers search for product information while they buy candles

Response	Frequency	Percentage
Strongly Agree	22	14.38%
Agree	61	39.87%
Neutral	52	33.99%
Disagree	17	11.11%
Strongly Disagree	1	0.65%
Total	153	100%

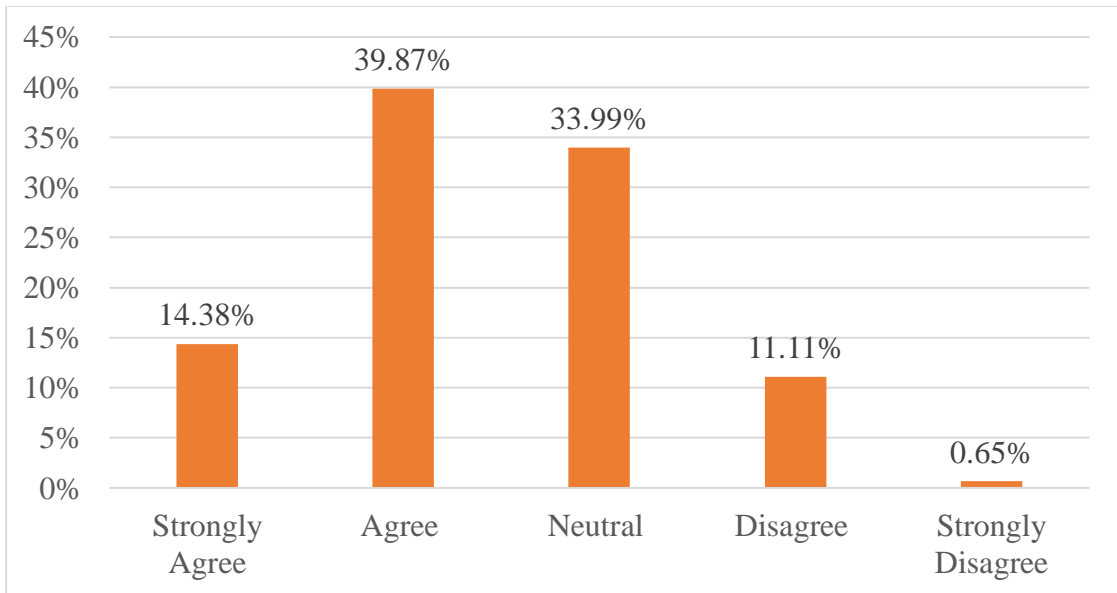


Fig 4.2.25: Customers search for product information while they buy candles

Interpretation

From the fig 4.2.25 we can see that, 39.87% of respondents agree that they search for product information while they buy candles, followed by 33.99% neutral, 14.38% strongly agree and 11.11% disagree. Only 0.65% responds strongly disagree.

Table 4.2.26: Customers frequency of the purchase

Response	Frequency	Percentage
Daily	9	5.88%
Weekly	24	15.69%
Monthly	79	51.63%
6 Months	23	15.03%
1 Year	18	11.77%
Total	153	100%

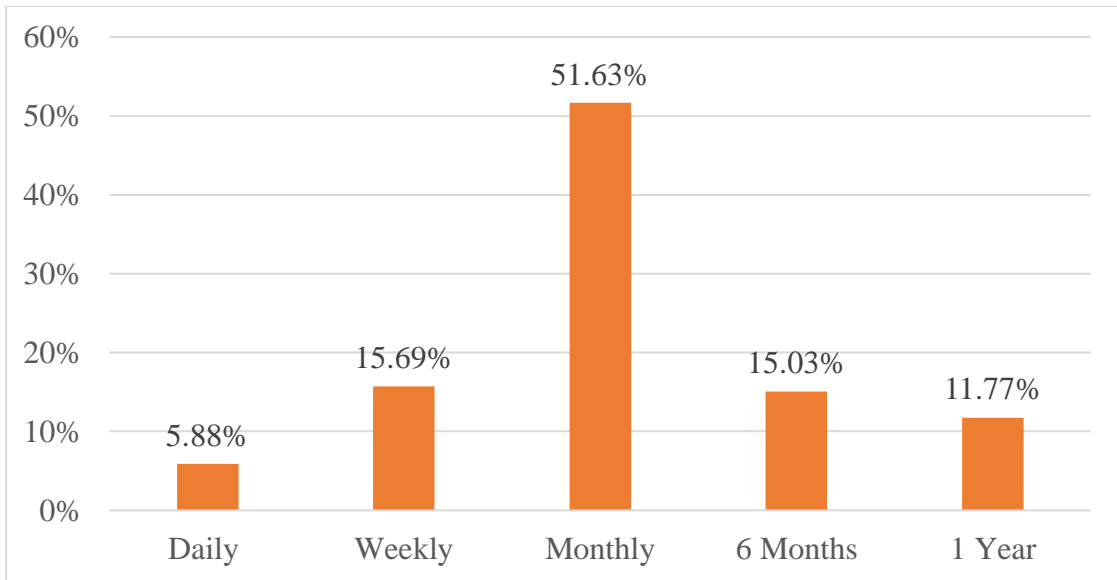


Fig 4.2.26: Customers frequency of the purchase

Interpretation

From the fig 4.2.26 we can see that, 51.63% of respondents purchase in monthly, 15.69% of respondents in weekly, 15.03% in 6 months and 11.77% respond 1 year. Only 5.88% of respondents in daily.

Table 4.2.27: Most preferred occasion/event for candles use

Response	Frequency	Percentage
Weddings	20	13.07%
Birthdays	38	24.84%
Prayer	80	52.29%
Festival	15	9.80%
Total	153	100%

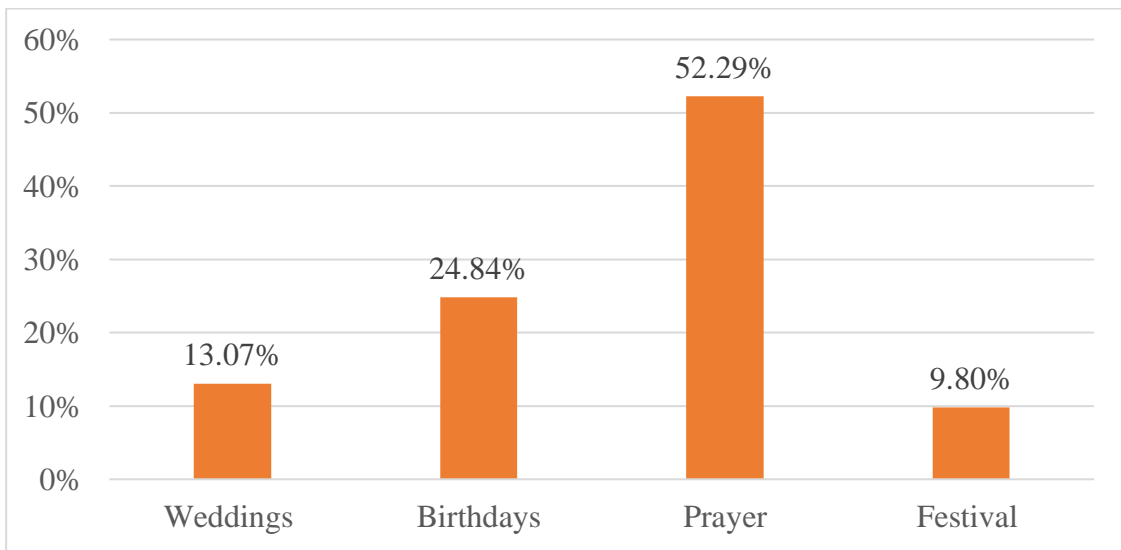


Fig 4.2.27: Most preferred occasion/event for candles use

Interpretation

From the fig 4.2.27 we can see that, 52.29% of respondents most prefer prayer occasion for candles use, followed by 24.84% prefer birthdays, 13.07% prefer for weddings and 9.80% for festivals.

5.1 Introduction

The discussion chapter is where you delve into the meaning, importance and relevance of your results. It should focus on explaining and evaluating what you found, showing how it relates to your literature review and research questions, and making an argument in support of your overall conclusion. The purpose of the discussion is to interpret and describe the significance of your findings in light of what was already known about the research problem being investigated, and to explain any new understanding or fresh insights about the problem after you've taken the findings into consideration. The discussion will always connect to the introduction by way of the research questions or hypotheses you posed and the literature you reviewed, but it does not simply repeat or rearrange the introduction; the discussion should always explain how your study has moved the reader's understanding of the research problem forward from where you left them at the end of the introduction. This section is often considered the most important part of a research paper because it most effectively demonstrates your ability as a researcher to think critically about an issue, to develop creative solutions to problems based on the findings, and to formulate a deeper, more profound understanding of the research problem you are studying. The discussion section is where you explore the underlying meaning of your research, its possible implications in other areas of study, and the possible improvements that can be made in order to further develop the concerns of your research. This part of the paper is not strictly governed by objective reporting of information but, rather, it is where you can engage in creative thinking about issues through evidence-based interpretation of findings. This is where you infuse your results with meaning. When you discuss the study results, you relate your study findings to previous studies; you contextualize the contribution of your study. As for having them as sections in a research paper, that depends on what a researcher wants to communicate. Some researchers would present study results first before discussing the study findings. This strategy allows a researcher to focus on presenting the study results only in conjunction with the research questions and/or objectives. Other researchers would prefer to combine presentation of study results with discussion given that both are closely connected.

5.2 Summary of Findings

The following details can be inferred after analysis with a sample size of 153, by questionnaire method to find out the factors influencing customer purchase decision of Popular Candles.

- Majority of respondents are male (51.63%).
- Majority of respondents (69.93%) were from the age group of 20-29 years.
- Majority of respondents (71.90%) are unmarried.
- The educational qualification of the respondents 41.18% are graduates, followed by 37.25% post graduate, 18.30% HSC and 3.27% SSLC. None (0%) of the respondents are doctorate.
- Majority of respondents (54.90%) work status are student.
- Majority of the respondents (55.56%) use popular candles regularly.
- Majority of respondents (62.09%) earn a monthly income of less than 10000.
- Majority of respondents (54.25%) agree that they like to buy candles that are packed attractively.
- Most of the respondents (49.02%) agree that customers prefer popular candles that are packed colorfully.
- Majority of respondents (56.21%) agree that customers prefer candles that are offered in appropriate packaging.
- Forty-six percentage of respondents agree that promotional schemes influence the purchase decision of the customers.
- Most of the respondents (48.37%) agree that advertisements are the best method to introduce the product. How it creates a sense of awareness about the features and benefits of the product.
- Majority of the respondents (51.63%) agree that promotional schemes attract the customers to buy the popular candles.
- Most of the respondents (50.33%) agree that if popular candles are not available then customers prefer to buy another brand. So consistent product availability is the factor that influencing customer purchase decision
- Majority of respondents (55.55%) agree that they are satisfied with availability of the candle brand in their locality.

A Study on Factors Influencing Customer Purchase Decision of Popular Candles

- Thirty-Three percentage of respondents agree that they will wait for popular candles if it is not available with the retailer.
- Most of the respondents (41.18%) agree with the statement that customers prefer low priced products over high priced product.
- Majority of respondents (52.94%) agree that customers prefer popular candles that offer various price options.
- Most of the respondents (50.33%) agree that popular candles are of best quality.
- Majority of respondents (57.52%) agree that customers prefer popular candles if that are offered at attractive price.
- Most of the respondents (45.10%) agree that they prefer high quality products over the low-priced product with low quality.
- Majority of respondents (55.56%) agree that quality of popular candles is up to the mark.
- Majority of respondents (54.90%) agree that if they could make candle purchase decision again, they choose same brand of candles (i.e., is popular candles).
- Majority of respondents (52.94%) agree that they buy candles after making clear purchase decision.
- Most of the respondents (39.87%) agree that they search for product information while they buy candles.
- Majority of the respondents (51.63%) frequency of the purchase in monthly.
- Majority of the respondents (52.29%) prefer prayer as their most preferred occasion/event for candles to be used.

5.3 Suggestions

- The major concern by the customers is that, the customers are like to buy low priced product but they prefer high quality. Therefore, the company should try to balance the price and quality of the product.
- The main problem faced by customers are non-availability of the product during the festival season. so additional stock during festival seasons increased customer satisfaction and profit.

A Study on Factors Influencing Customer Purchase Decision of Popular Candles

- Majority of the customers have good opinion about the packaging of the product but majority of them are not influenced by the attractive packaging but they prefer content writing in the package so content writing increase purchase intention of the customers.
- Better advertisement and other promotional measures should be provided by the company to convince more customers.

5.4 Limitations

- The main limitations of this study are constraints of resources, access to information. Researcher intends to answer these questions considering only limited size of sample and area. The material resources needed for a larger sample size for this study is inadequate.
- The study is constrained by time. It is conducted within an academic time range.
- Lack of interest of the respondents in answering the questions due to their busy schedule.
- The size of the sample considered for the study was small.
- It's not possible to visit all the divisions of the organisation.

5.5 Conclusion

The popular candles company has got its dominance both in the 'after and before markets' as far as candle Industry is concerned. With respect to its distribution wing of popular candles, the company has done a remarkable job in satisfying its end customers. It is clear from this study that the company is giving lot of significance to quality and availability of its products. This study helps in understanding the factors influencing customers in their purchase decision, by its variables, and the significance of each variable Hence the company can focus on those factors which are considered important by the customers, and eventually achieve higher level of purchase on popular candles.

QUESTIONNAIRE

Dear sir/madam

I am AMAL GEORGE, an MBA student of NAIPUNNYA BUSINESS SCHOOL PONGAM. As a part of our curriculum activity, I am doing a project a factor influencing purchase decision of customers of popular industries. This questionnaire is prepared for supporting my project. So, I request you to provide me with true and honest information through this questionnaire. I assure you that the information provided by you will keep confidential and will be used only for academic purposes.

1. Name (optional):

2. Gender:

Male Female

3. Age:

a. below 20 b. 20 -29 c. 30-39

d. 40-49 e. 50-59 f. 60&above

4. Marital Status:

a. Married b. Unmarried

5. Educational Qualification:

a. SSLC b. HSC c.UG

d. Graduate e. PG f. Doctorate

6. Work status:

- a. Student b. Employee c. Housewife d. Retired
e. Unemployed f. Professional

7. personnel monthly Income (in Rs):

- a. less than 10,000 b. 10,001-20,000 c. 20,001-30,000
d. 30,001-40,000 e. 40,001-50,000 f. 50,001&above

8. The candles that you use regularly?

Option

9. I like to buy candles that are packed attractively

Strongly Agree Agree Neutral Disagree strongly Disagree

10. I prefer candles that are packed colorfully

Strongly Agree Agree Neutral Disagree strongly Disagree

11. I prefer candles that are offered in appropriate packaging

Strongly Agree Agree Neutral Disagree strongly Disagree

12. In my view promotional schemes influence my purchase decision

Strongly Agree Agree Neutral Disagree strongly Disagree

13. According to me advertisements are the best method to introduce the product

Strongly Agree Agree Neutral Disagree strongly Disagree

14. Promotional schemes attract me to buy the popular candles

Strongly Agree Agree Neutral Disagree strongly Disagree

15. If my brand of candles are not available I will buy the another brand

Strongly Agree Agree Neutral Disagree strongly Disagree

16. I am satisfied with availability of my candle brand in my locality

Strongly Agree Agree Neutral Disagree strongly Disagree

17. I will wait for my brand, if my brand of candles is not available with the retailer

Strongly Agree Agree Neutral Disagree strongly Disagree

18. I preferred low priced products over high-priced product

Strongly Agree Agree Neutral Disagree strongly Disagree

19. I prefer my candles if that are offered at attractive price

Strongly Agree Agree Neutral Disagree strongly Disagree

20. I prefer candles that offer various price options

Strongly Agree Agree Neutral Disagree strongly Disagree

21. My brand of candles are of best quality

Strongly Agree Agree Neutral Disagree strongly Disagree

22. I prefer high quality products over the low-priced product with low quality

Strongly Agree Agree Neutral Disagree strongly Disagree

23. According to me quality my brand of candles is up to the mark

Strongly Agree Agree Neutral Disagree strongly Disagree

24. If you could make your candle purchase decision again, how likely would you be to choose same brand of candles

Strongly Agree Agree Neutral Disagree strongly Disagree

25. I will buy a candles after making clear purchase decision

Strongly Agree Agree Neutral Disagree strongly Disagree

26. I usually search for product information while I buy candles

Strongly Agree Agree Neutral Disagree strongly Disagree

27. How frequently do you buy candles

Daily Weekly Monthly 6 Months 1 Year

28. Most preferred occasion /event for candles use

.....

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