

A Study on Analysis of Customer Attitude Towards the Usage of Granite Stones

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Abstract: The customer is the cornerstone of any business. To fine-tune their marketing offers and reach a high degree of customer acceptance and happiness, marketers must pay close attention to what customers see, think, prefer, and purchase. There is a renewed focus among marketers to research and comprehend rural markets as a result of their emergence as a value offer. The fundamental aspect of the marketing role is consumer behaviour. Although the idea is challenging, it is crucial for successful marketing. Consumer behaviour is behaviours, reactions, and responses about the goods and services sought for and purchased. The product, price, physical characteristics, advertising, and cultural impact, on the one hand, and personality, perception, attitude, and learning, on the other, shape consumer behaviour. As a result, to better understand consumers, marketers need to be aware of these factors. Granite's intrinsic qualities, including its extra-fine mirror polish, scratch-free shiny surface, and durability, have earned it the title "King of Stones." Indian granite is now the most sought-after and widely utilised stone material in building constructions and large structural works worldwide. It is highly recognised in the international market for both its durability and elegant, aesthetically pleasing qualities. This study examines customers' purchasing habits for granite stones and the variables that affect their decision to purchase them within the research area.

Key words: Behaviour, granite, stones, consumers.

Statement of the Problem:

A company's ability to successfully supply goods and services to the market can be determined by measuring the attitude of its customers. An organisation's customer attitude survey is implemented as a management information system that systematically gathers customer data, analyses it to produce actionable information, and disseminates the results throughout the organisation. Keeps the customer's voice constant by evaluating performance from the customer's perspective. The Indian granites Because of its high quality, granite has a significant market share worldwide. Because it is tough, it can maintain a beautiful sheen and conclusively draw in the clients. Consequently, the study focuses on the variables influencing consumers' purchasing decisions. Since the goal of the study is to obtain accurate and valid results. The research's findings will assist the business in organizing its next marketing campaign tactics.

Scope of the study:

The study used responses to an opinion poll given by granite stone customers. The primary focus of this study is the granite stone purchasing habits of domestic and commercial customers in the Tenkasi District. The study highlights the customers' attitudes on the availability and usage pattern of granite stones.

Review Of Literature:

Dr.M.Surya Kumar &Uthiyakar (2020)¹ told that though the “Problems of entrepreneurs in granite industry” pointed out from their study the Indian granite business is now commonplace worldwide because it produces and presents monuments of the highest quality granite and offers many job opportunities. India is the world's largest exporter of granite. Occupying the market in the context of globalisation and ending up with rival countries.

Dr. V.Vishnu Priya (2018)² observed that “A study on analysis of customer attitude towards the usage of granite stones” in her study reveals that Indian granite has become the most sought-after and widely used stone material in building construction and major construction work around the world, and it is not recognised in the international market for its prestige and aesthetic quality. In the interrelationship analysis of human science, the T-test for equality, i.e. the chi-square test of independence, produces results by planning a cross tab between 2 segmented variables.

JiteshMihta&et al. (2016) indicate that “Critical literature review on effective utilisation of kota stone sludge as replacement of marble slurry wastes in brick” explained from their study Marble and granite waste had suitable abrasion resistance for testing and materials according to the Young community. Industrial waste is used in bricks as an alternative to clay to supply marble bricks. Bricks also have better compressive strength in seven days than compacted clay.

Objectives of the study:

1. To evaluate how customers feel about using granite stones in the research area.
2. To research the elements that influence consumers' purchasing decisions.
3. To assist customers in making decisions about what to buy.

Research Methodology:

The primary data was collected from the customers in the Tenkasi district. Secondary data was collected from various journals, magazines, newspapers and web sources, and a convenient sampling technique has been applied to select 411 samples.

The Researcher has used factor analysis and weighted average ranking technique.

Analysis of the study: Factor analysis:

Factor analysis has been done to find out what the customers think about utilising granite stones in the Tenkasi district.

A five point likert scale has been used to code the 23 statements. Five significant variables that affect customer's decision to buy granites in Tenkasi were identified by the factor analysis.

TABLE - 1
UTILISATION OF GRANITES STONE IN TENKASI DISTRICT

1.There is no charge for granite	.824	.169	.299	.328	-.076
2.There is enough sales force for the marketer	.816	.082	-.154	.013	-.046
3.The seller accepts returns of unused granites	.804	-.001	-.052	.443	.029
4.There is little variation	.795	.029	.029	-.307	.255
5.A granite choice consulting service is offered	.782	.257	-.017	.023	.330
6.There are a lot of vendors in the area	.761	.079	-.349	.373	-.081
7.The seller uses the skimming technique of pricing	.032	.815	-.097	.112	.128
8.Primary and secondary packs of granites are arranged	.016	.814	.352	.079	.158

¹ Dr.M.Surya Kumar ,Uthiyakar(2020), Problems Of Entrepreneurs In Granite Industry,International Journal Of Science And Technology,Vol-9(4), Pp-2137-2139.

² Dr.V.Vishnu Priya(2018),”A Study On Analysis Of Customer Attitude Towards The Usage Of Granite Stones”,Journal Of Emerging Technologies And Innovative Research,Vol-5(3),Pp-643-647.

9.Each adviser has sufficient load of stone	-.097	.787	.116	.189	.154
10.Mass rebate is advertised	.416	.773	-.126	.244	.281
11.Direct advertiser while purchasing rock	.600	.226	.884	-.029	-.096
12.Rock stones are presented in shifting assortment	.075	-.097	.873	.018	-.119
13.Paper promoting impact is successful	.553	.816	.863	.012	-.117
14.granites are accessible in the closer area	.507	.814	.831	.229	.058
15.Granite is presented using a loan premise	.142	.787	.822	.076	-.229
16.Each granite has a recorded cost	.486	.771	.667	-.311	.341
17.After sale support is offered	.144	.332	-.084	.877	.043
18.Variety designs available	.097	.740	-.458	.809	.022
19.Variety size available	.057	.201	.252	.807	.265
20.Penetration pricing is mostly adhered	-.102	.662	.583	.651	.051
21.Granites are transported to every area within the district	.313	.070	.130	.341	.665
22.Granite slabs are brought to the residence	-.041	.360	-.320	-.361	.655
23.Granite marketer covers the entire district	.292	.473	-.212	.082	.618

The five elements listed above, in accordance with the factor analysis result above, indicate how customers perceive the use of granites in the Tenkasi district. Every component has a name, and an analysis has been done.

The analysis result indicates that the five criteria described above account for how customers see using granites in the Tenkasi district. An analysis has been conducted, and each factor is named. The first component is referred to as “ Opposition,” the second as “ Cost and wrapping,” the third as “Vending Promotion,” the fourth as “Merchandise Practices,” and the fifth as “ Carriage of Granite.”

Principal component analysis was the method of extraction. The varimax rotation method with Kaiser Normalisation was employed. After seven iterations, rotation converged.

TABLE 1.1
NAMING OF THE EXTRACTED FACTORS

Factor	Factor Name	Dominant Variable	Highest Factor Loading
I	Opposition	There is no charge for granites	.824
II	Cost and Wrapping	The seller uses the skimming technique of pricing	.815
III	Vending promotion	Direct adviser while purchasing rock	.884
IV	Merchandise practices	After sale support is offered	.877
V	Carriage of granites	Granites are transported to every area within the district	.665

Rank Wise Factors Influencing The Use Of Granites For Household Use:

The detailed study in this regard has been made and the responses are analysed accordingly.

TABLE NO 2
FACTORS INFLUENCING THE USE OF GRANITES

S.no	Problems	W	5	4	3	2	1	W.A	Mean score	Rank
		R	1	2	3	4	5			
1	Situation symbol	No	108	94	85	63	61	1358	3.30	I
		Ws	540	376	255	126	61			
2	Prolonged life	No	92	87	65	105	62	1275	3.10	VI
		Ws	460	348	195	210	62			
3	Look	No	66	98	99	84	64	1251	3.04	VII
		Ws	330	392	297	168	64			
4	Simple accessibility	No	59	64	97	89	102	1122	2.72	XI
		Ws	295	256	291	178	102			
5	Cost – effective	No	99	74	63	62	113	1217	2.96	VIII
		Ws	495	296	189	124	113			
6	Easy maintenance	No	112	75	74	72	78	1304	3.17	II
		Ws	560	300	222	144	78			
7	Further designs	No	89	96	84	60	82	1283	3.12	V
		Ws	445	384	252	120	82			
8	Healthy surroundings	No	95	84	83	81	68	1290	3.13	IV
		Ws	475	336	249	162	68			
9	Attractiveness	No	69	82	74	79	107	1160	2.82	IX
		Ws	345	328	222	158	107			
10	Pollution charge	No	94	93	71	84	69	1292	3.14	III
		Ws	470	372	213	168	69			
11	Cooling residence	No	68	82	70	84	107	1253	2.80	X
		Ws	340	328	210	168	107			

Interpretation:

It is evident from the above table that with the highest mean score of 3.30, “Situation Symbol” has been ranked 1st by the respondents. “Easy Maintenance” and “Pollution Charge” has been ranked 2nd and 3rd respectively.” Simple Accessibility” is ranked last with mean score of 2.72.

Suggestions:

1. Customers must acquire comprehensive knowledge regarding properly handling and using granite stones in their homes or offices.
2. It is important to inform the customers about the stone’s lifetime no defect quality.
3. It is recommended that they comprehend the importance of completing quality tests on granite stones before acquiring and utilising them for buildings.

Conclusion:

Indian granite is well-known on the international scene and contributes significantly to the nation’s foreign exchange earnings. With the aid of factors, attitudes regarding the various uses of granites and variables impacting the customers in the Tenkasi district are examined. Finally, we may state that practically all granite stone companies have experienced growth over the past ten years, which is expected to continue. Creative goods and communication concepts that meet ever-greater demands from customers. In addition, the government must establish a setting that allows the sector to realise its potential fully.”

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