



Consumer Perceptions Towards Marketing Strategies Of Samruddhi's Unbreakable Plastic Products

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Abstract: Consumer perception plays a critical role in determining the success of marketing strategies, particularly in industries where product durability and quality influence purchasing decisions. This study explores consumer perceptions towards the marketing strategies of Samruddhi's Plastic Products and examines the correlation between various marketing efforts and consumer attitudes. Using a structured questionnaire, key marketing variables such as branding, pricing, promotional strategies, and product quality are analysed to understand their impact on consumer perception. Correlation analysis is employed to identify the strength and direction of relationships between these marketing strategies and consumer perceptions. Preliminary findings suggest a significant positive correlation between brand trust and product durability, as well as between promotional efforts and purchase intent. The study provides valuable insights into optimizing marketing approaches to enhance consumer engagement and brand loyalty. These findings can help Samruddhi refine its marketing strategies to better align with consumer expectations, ensuring sustained growth and competitive advantage in the plastic products market.

Keywords: Consumer Perception, Product Attributes, Pricing Strategies, Convenience Shopping, Promotion Campaign & Customer Service.

1. INTRODUCTION

In today's highly competitive market, understanding consumer perception is crucial for the success of any marketing strategy. Consumer perception refers to the process by which individuals interpret and make sense of the sensory information they receive from the marketing environment. This perception shapes their attitudes, beliefs, and ultimately, their purchasing decisions. As businesses strive to capture and retain customer interest, comprehending how consumers perceive and react to marketing efforts becomes paramount. Customer perception is a *"Process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements and attitudes."* – as defined by F.G. Crane and T.K. Klarke (1994), G.D. Harrell, G.L. Frazier (1998)

1.1 NEED OF THE STUDY

Understanding consumer perception is essential for creating successful marketing strategies in today's highly competitive marketplace.

- Consumers have more options than ever because to the proliferation of brands and products, so it's critical for businesses to find and use techniques that appeal to their target market.
- With a focus on important independent variables including product features, pricing strategy, convenience shopping, promotional activities, and customer service, this study attempts to investigate the numerous elements that affect consumer impression.

1.2 SCOPE OF THE STUDY

This study's focus is on the effects of several marketing methods on consumer perception, with particular attention to product features, pricing strategy, convenience shopping, promotional programs, and customer service. Product attributes encompass a product's quality, features, design, and usefulness. On the other hand, pricing strategy looks at several approaches such as premium pricing and discounts. Convenience shopping examines the simplicity and accessibility of the purchasing process, taking into account both online and in-store elements.

Campaigns for promotion examine different strategies including social media marketing and advertising, while customer service investigates the effects of after-sale and assistance. Surveys and feedback will be used to measure the dependent variable, which is consumer perception.

1a. Statement of the problem

The effectiveness of marketing efforts in today's dynamic and highly competitive business environment depends critically on understanding of consumer perception. Many firms find it difficult to match their marketing tactics with the expectations and preferences of their customers, even in spite of large amounts made in marketing efforts. This discrepancy frequently results in inadequate outcomes, such as decreased customer engagement, decreased brand loyalty, and decreased sales performance.

1b. Research Questions

1. How do various product characteristics affect the preferences of consumers and form a perception about the product?
2. What impact does pricing strategy will have on customer Perception?
3. In what ways does consumer preferences get impacted by ease of shopping?
4. What effect do marketing campaigns have on consumer preferences?
5. What impact does customer service have on consumer choice?
6. How much of a combined influence do convenience shopping, price strategy, advertising campaigns, and customer service have on consumer preference?

1c. Objectives of the study

1. To Evaluate the Impact of Product Attributes on Consumer Preference
2. To Assess the Influence of Pricing Strategy on Consumer Preference
3. To Determine the Effect of Convenience Shopping on Consumer Preference
4. To Analyse the Role of Promotional Campaigns in Shaping Consumer Preference
5. To Examine the Impact of Customer Service on Consumer Preference
6. To Identify the Combined Effect of Product Attributes, Pricing Strategy, Convenience Shopping, Promotional Campaigns, and Customer Service on Consumer Preference.

1d. Hypothesis of the study

Ho1: There is no significant relationship between product attributes and consumer preference.

H1: There is a significant positive relationship between product attribute and consumer preference

Ho2: Different pricing strategies do not significantly influence consumer preference

H2: Different pricing strategies significantly influence consumer preference.

Ho3: Convenience shopping factors do not have a significant effect on consumer preference.

H3: Convenience shopping factors have a significant positive effect on consumer preference.

Ho4: Promotional campaigns do not significantly shape consumer preference

H4: Promotional campaigns significantly shape consumer preference.

Ho5: High-quality customer service does not have a significant impact on consumer preference.

H5: High-quality customer service has a significant positive impact on consumer preference

Ho6: The combined effect of product attributes, pricing strategy, convenience shopping, promotional campaigns, and customer service does not significantly influence consumer preference.

H6: The combined effect of product attributes, pricing strategy, convenience shopping, promotional campaigns, and customer service significantly influences consumer preference.

2. REVIEW OF LITERATURE

- Chou et al., (2020) This study investigates the impact of perceived brand environment-friendliness (PBE) on brand trust, perceived brand value, and the resulting effects on consumers' eco-friendly (EF) brand attitudes and purchase intentions. Introducing the novel construct of PBE, the research involves a pretest to select an EF brand followed by a survey of 223 Indian consumers, analyzed using structural equation modeling. Findings reveal that PBE positively influences brand trust and perceived value, which in turn foster favorable attitudes and increased purchase intentions towards the EF brand. The study provides valuable insights for marketers, both international and national, to develop targeted strategies for the Indian market, highlighting the importance of environmental perceptions in shaping consumer behavior. This research fills a gap in the literature by focusing on Indian consumers' responses to EF brands and offers practical guidelines for introducing such brands to India.
- Raji et al., (2019) This study investigates how brand-related communications on social media, specifically advertising and sales promotions, can enhance brand image and influence consumer behavior. Surveying 615 automotive brand consumers in Malaysia and using AMOS for data analysis, the research finds that social media advertising and sales promotion content positively impact both hedonic and functional brand images, which in turn significantly influence consumers' behavioral intentions. However, the direct relationship between social media advertising content and behavioral intention is insignificant. The study offers valuable insights for brand managers on leveraging social media to boost brand preference and purchase intention, highlighting the mediating role of brand images in this process. This research contributes to the understanding of social media communications in branding, particularly in the automotive sector.
- Liu et al., (2018) This research delves into the cognitive and emotional impacts of values-related versus performance-related negative brand publicity, exploring how these psychological effects translate into different consumer behaviors. Through two experimental studies, it was found that values-related negative publicity elicits stronger contempt and weaker pity compared to performance-related publicity, and it has a more detrimental effect on consumer responses. The studies also compare brand response strategies, revealing that corrective action is generally more effective than reducing offensiveness, especially in performance-related cases. This work enhances our understanding of how different types of negative publicity affect brand perception and provides empirical insights into the effectiveness of brand response strategies in mitigating negative impacts.
- Punyatoya, et al., (2015) This study investigates the impact of perceived brand environment-friendliness (PBE) on brand trust, perceived brand value, and the resulting effects on consumers' eco-friendly (EF) brand attitudes and purchase intentions. Introducing the novel construct of PBE, the research involves a pretest to select an EF brand followed by a survey of 223 Indian consumers, analyzed using structural equation modeling. Findings reveal that PBE positively influences brand trust and perceived value, which in turn foster favorable attitudes and increased purchase intentions towards the EF brand. The study provides valuable insights for marketers, both international and national, to develop targeted strategies for the Indian market, highlighting the importance of environmental perceptions in shaping consumer behavior. This research fills a gap in the literature by focusing on Indian consumers' responses to EF brands and offers practical guidelines for introducing such brands to India.
- Ali et al., (2014) This research examines the impact of social media marketing on consumer perceptions and purchasing decisions, alongside promotional and door-to-door marketing. Conducted among university students with a 97% response rate from 152 distributed questionnaires, the study used a 5-point Likert scale and multiple linear regression analysis. The findings confirm that social media marketing significantly influences consumer perceptions, supported by ANOVA results showing a positive relationship. Promotional and door-to-door marketing also impact consumer perceptions, underscoring the vital role of social media in modern marketing strategies.

3. RESEARCH METHODOLOGY

3.1 Source of the data

3.1.a. Source of Primary data

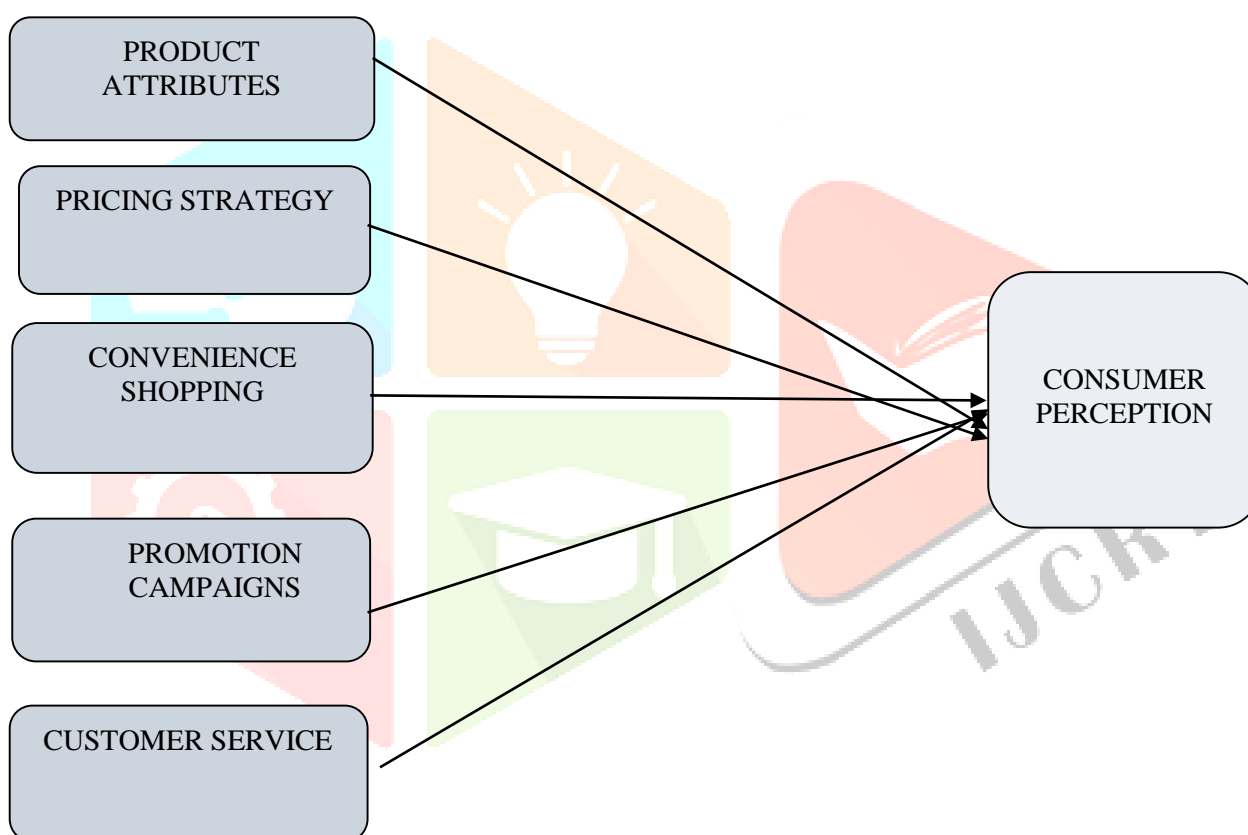
1. Surveys: The main method of gathering data will be by means of structured questionnaires, are given to customers directly. Online tools like Google Forms are used to share surveys electronically. feasible, in-person interviews also used to collect survey data.

2. Sampling Approach: Stratified random sampling will be employed to ensure representation across diverse demographics like age, gender, income level and education qualifications.

3.1.b. Source of Secondary Data

Literature Review in order to provide theoretical frameworks, background knowledge, and industry insights about consumer perceptions, marketing tactics, and the variables under study, secondary data is collected from academic journals, books, industry papers, and reliable web sources.

3.2 CONCEPTUAL FRAME WORK



3.3 Research Tools

The following included in the questionnaire:

Independent variables:

1. Product attributes
2. Pricing Strategy
3. Convenience Shopping
4. promotional Campaigns
5. Customer service

Dependent variable:

1. Customer perception

Qualitative Analysis:

Correlation analysis: Correlation analysis is a tool used in inferential statistics to investigate correlations between independent and dependent variables. To guarantee accuracy and dependability of results, statistical software SPSS is used for data analysis.

4. DATA ANALYSIS & INTERPRETATION

Reliability test -Cronbach's Alpha

Cronbach's alpha is a measure of internal consistency, that is, how closely related a set of items are as a group. It is considered to be a measure of scale reliability or the degree to which a set of items measures a single unidimensional latent construct.

H1: Between product attributes and consumer preference.

Reliability Statistics	
Cronbach's Alpha	N of Items
.899	5

Interpretation

The reliability statistics indicate that the relationship between product attributes and consumer preference is being measured using a reliable set of items. With a Cronbach's Alpha of 0.899 for 5 items, the data shows a high level of internal consistency. This suggests that the survey items used to measure product attributes and consumer preference are reliable and likely to produce consistent results.

H2: Pricing strategies significantly influence consumer preference

Reliability Statistics	
Cronbach's Alpha	N of Items
.921	6

Interpretation

The reliability statistics (Cronbach's Alpha = 0.921 for 6 items) show strong internal consistency in measuring how pricing strategies influence consumer preference. This high reliability ensures that the survey items reliably capture and measure the impact of pricing strategies on consumer preferences, ensuring dependable and trustworthy results.

H3: Convenience shopping factors have a significant positive effect on consumer preference.

Reliability Statistics	
Cronbach's Alpha	N of Items
.926	6

Interpretation

The reliability statistics (Cronbach's Alpha = 0.926 for 6 items) indicate strong internal consistency in measuring the hypothesis that convenience shopping factors positively influence consumer preference. This high reliability suggests that the survey items reliably measure the impact of convenience shopping factors on consumer preferences, ensuring consistent and dependable results for analysis.

H4: Promotional campaigns significantly shape consumer preference.

Reliability Statistics	
Cronbach's Alpha	N of Items
.935	6

Interpretation

The reliability statistics (Cronbach's Alpha = 0.935 for 6 items) indicate strong internal consistency in measuring the hypothesis that promotional campaigns significantly shape consumer preference. This high reliability suggests that the survey items effectively capture and measure the impact of promotional campaigns on consumer preferences, ensuring robust and dependable results for analysis.

H5: High-quality customer service has a significant positive impact on consumer preference

Reliability Statistics	
Cronbach's Alpha	N of Items
.937	6

Interpretation

The reliability statistics (Cronbach's Alpha = 0.937 for 6 items) indicate strong internal consistency in measuring the hypothesis that high-quality customer service has a significant positive impact on consumer preference. This high reliability suggests that the survey items reliably measure the influence of customer service quality on consumer preferences, ensuring consistent and trustworthy results for analysis.

Correlation Statistic

		Correlations					
		Product Attributes	Pricing Strategy	Convenience Shopping	Promotional Campaigns	Consumer Perception	Customer Service
Product Attributes	Pearson Correlation	1					
Pricing Strategy	Pearson Correlation	.858**	1				
Convenience Shopping	Pearson Correlation	.836**	.794**	1			
Promotional Campaigns	Pearson Correlation	.744**	.701**	.827**	1		
Consumer Perception	Pearson Correlation	.832**	.777**	.849**	.826**	1	*
Customer Service	Pearson Correlation	.776**	.701**	.854**	.853**	.836**	1

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation

- The correlations reveal compelling insights into how various factors interrelate in influencing consumer preferences. Product attributes show strong positive correlations with pricing strategy ($r = 0.858$), convenience shopping ($r = 0.836$), promotional campaigns ($r = 0.744$), consumer perception ($r = 0.832$), and customer service ($r = 0.776$). This suggests that when product attributes are perceived positively, there tends to be a favorable view across other marketing elements as well.
- Pricing strategy exhibits significant correlations with convenience shopping ($r = 0.794$), promotional campaigns ($r = 0.701$), consumer perception ($r = 0.777$), and customer service ($r = 0.701$). This indicates that a well-aligned pricing strategy often correlates with positive perceptions of convenience, promotions, consumer attitudes, and customer service quality.
- Convenience shopping shows strong correlations with promotional campaigns ($r = 0.827$), consumer perception ($r = 0.849$), and customer service ($r = 0.854$). This implies that convenience in shopping experiences tends to positively influence perceptions of promotional efforts and customer service quality.
- Promotional campaigns are significantly correlated with consumer perception ($r = 0.826$) and customer service ($r = 0.836$). This suggests that effective promotional activities can enhance consumer perceptions and satisfaction with customer service.
- Customer service exhibits strong correlations with consumer perception ($r = 0.853$), indicating that high-quality customer service is closely linked to positive consumer attitudes and perceptions overall.
- These correlations underscore the interconnected nature of marketing factors in shaping consumer preferences, emphasizing the importance of holistic strategies that align product attributes, pricing, convenience, promotions, and customer service to enhance consumer satisfaction and loyalty.

FINDINGS FOR CORRELATION

- Strong correlations with pricing strategy ($r = 0.858$), convenience shopping ($r = 0.836$), promotional campaigns ($r = 0.744$), consumer perception ($r = 0.832$), and customer service ($r = 0.776$) indicate that positive perceptions of product attributes align with favorable views across other marketing dimensions.
- Correlates strongly with convenience shopping ($r = 0.794$), promotional campaigns ($r = 0.701$), consumer perception ($r = 0.777$), and customer service ($r = 0.701$), suggesting that effective pricing strategies influence perceptions of convenience, promotions, consumer attitudes, and service quality.
- Shows significant correlations with promotional campaigns ($r = 0.827$), consumer perception ($r = 0.849$), and customer service ($r = 0.854$), indicating that a convenient shopping experience enhances perceptions of promotions and service quality, contributing to positive consumer attitudes.
- Strongly correlated with consumer perception ($r = 0.826$) and customer service ($r = 0.836$), demonstrating that effective promotions positively influence consumer attitudes and satisfaction with customer service.

- Strongly correlates with consumer perception ($r = 0.853$), highlighting its crucial role in shaping positive consumer attitudes across all marketing dimensions.

LIMITATIONS

- The sample size may be small and may not accurately reflect the whole consumer base.
- Personal experiences and individual prejudices have a natural tendency to consumers' perceptions. It may be difficult to generalize results across various consumer categories due to this subjectivity.
- Although the study is done in a set amount of time, customer preferences and market conditions are ever-changing. This study may not fully represent the various conditions that can affect customer perceptions.
- Relying too much on surveys and self-reported information may lead to response bias, in which case participants may give answers that are more acceptable in society than those that are accurate.

CONCLUSION

Based on the comprehensive analysis of consumer perceptions and market dynamics for Samruddhi, several key conclusions emerge. The findings reveal that consumer perception is significantly influenced by product attributes, pricing strategies, convenience shopping options, promotional campaigns, and customer service quality. Samruddhi should capitalize on these insights by prioritizing continuous improvement in product quality, ensuring competitive pricing aligned with market expectations, enhancing convenience in shopping experiences, executing compelling promotional activities, and maintaining superior standards in customer service. By consistently delivering on these fronts, Samruddhi can strengthen consumer trust, foster brand loyalty, and sustain a competitive edge in the market. This strategic approach not only enhances consumer satisfaction but also positions the company favorably amidst evolving consumer preferences and competitive pressures in the industry.

FURTHER SCOPE OF RESEARCH

Based on the findings, it is evident that influence of product attributes, pricing strategies, convenience shopping, promotional campaigns, and customer service on consumer perception, as well as the suggestions for Samruddhi to enhance these aspects, paves way for further scope of study. Firstly, conducting in-depth qualitative research to delve into specific consumer preferences and expectations across different demographic segments could provide nuanced insights. Secondly, exploring the integration of advanced analytics and AI technologies to predict consumer behaviour and personalize marketing strategies could enhance effectiveness. Thirdly, expanding the study to include comparative analyses with industry peers to benchmark performance and identify best practices. Lastly, evaluating the long-term impact of sustainable practices and corporate social responsibility initiatives on consumer perception and brand loyalty could provide strategic direction for future growth and market differentiation. This expanded scope would enable Samruddhi to refine its strategies, strengthen consumer relationships, and maintain a competitive edge in the market.

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