



# A STUDY ON PURCHASING BEHAVIOUR OF CUSTOMERS TOWARDS CHEMICAL PRODUCT IN ZYMETREE TECH & TRADE

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## **ABSTRACT:**

In today's competitive market, understanding consumer behavior is paramount for businesses to formulate effective marketing strategies. This study delves into the intricate dynamics of purchase behavior towards chemical products, aiming to provide insights crucial for marketing practitioners in this industry. The research employs a mixed-method approach, combining quantitative surveys and qualitative interviews to gather comprehensive data. Through a sample representative of diverse demographics and purchasing backgrounds, the study explores various factors influencing consumer decision-making processes in the chemical product sector. Key findings reveal that consumer purchase behavior towards chemical products is influenced by a multitude of factors, including product characteristics, brand reputation, price sensitivity, perceived quality, and environmental concerns. Additionally, the study uncovers the significant role of informational cues, such as product labeling, safety certifications, and online reviews, in shaping consumer perceptions and purchase intentions. Furthermore, demographic variables such as age, income level, and education impact consumers' attitudes and preferences towards chemical products, highlighting the necessity for targeted marketing strategies tailored to different consumer segments. Implications of the study underscore the importance for chemical companies to prioritize transparency, sustainability, and safety in their marketing communications. Building trust and credibility through transparent product information and environmentally friendly practices can enhance brand loyalty and positively influence purchase decisions. In conclusion, this research provides valuable insights into the complex dynamics of consumer behavior in the chemical product industry. By understanding the underlying drivers and influencers of purchase decisions, marketers can develop strategies that resonate with consumers and drive business growth in this competitive market landscape.

## **KEYWORDS:**

Safety, Efficiency, Environmental impact, Health effects, Price & Brand reputation

## **INTRODUCTION:**

Chemical industry is a vast industry that incorporates all different types of product producing industries whose generation is based on heavy use of chemicals. Usually, industries that are involved with industrial chemical generation are broadly known as chemical industry. Chemical industry is a vast industry that incorporates all different types of product producing industries whose generation is based on heavy use of chemicals. Usually, industries that are involved with industrial chemical generation are broadly known as chemical industry. As per the end-products, processes or raw materials associated with chemical industries, such industry can be classified into several classes.

Understanding the huge diversity of chemical producing industries, such chemical industries are usually categorized under broad categories such as inorganic and organic chemical producing industries, fertilizer industries, refining and petroleum industries, electroplating and heat treatment industries, pesticide industries, hydro generated oil/soap industries, and so on (Soni, 2020). Along with these, sometimes pharmaceutical industries, agricultural product processing industries, chemical processing/supplying industries, etc. are also regarded as specialized chemical industries.

Thus, chemical industry covers a variety of industries which are focused on producing chemicals of different purposes. Understanding these varieties of classes under chemical industry is important, since such clustering helps to design suitable policies, initiatives, and interventions more readily (Banerjee et al., 2003). The variety and extent of such chemical industries are more diverse

especially in the developed countries where there are adequate opportunities for industrial growth (Arora et al., 2001). The developing countries are not much focused on the growth of their chemical industries since they are already struggle to meet the basic demands of their citizen and to maintain a sustainable economic condition. Being one of the largest cluster of different types of product producing industries, chemical industries cause generation of different types of waste, most of which are highly hazardous chemical wastes and such wastes are responsible for causing environmental unsustainability. It is because most of such chemical wastes are not biodegradable and contain highly toxic chemicals. Besides, since such chemical industry produced wastes are generated under certain extreme physical or chemical conditions (i.e., high pressure, high temperature, concentrated acidic, or alkaline conditions, etc.)

Consumers can be exposed to chemicals in consumer products directly, indirectly, or during manufacture and disposal. Some chemicals in consumer products can cause headaches, dizziness, respiratory illnesses, and itchy or burning eyes. Others can trigger asthma attacks, be endocrine disruptors, or be carcinogens. A process of actions covering purchase, usage and/or disposal. It involves individual or group consumers in goods, services, ideas and experiences. Some scholars feel strongly that consumer behaviour must have the three elements of acquisition, usage and disposal. The chemical industry plays a pivotal role in the global economy, providing essential raw materials and products across various sectors, including agriculture, healthcare, manufacturing, and consumer goods. Within this dynamic landscape, understanding the purchasing behavior of customers towards chemical products is imperative for companies seeking to thrive in this competitive marketplace. This study aims to delve into the intricate dynamics that shape consumer decisions when it comes to purchasing chemical products. By examining the factors influencing purchasing behavior, the decision-making process, and the underlying motivations of customers, this research seeks to provide valuable insights for businesses operating within the chemical industry.

In today's rapidly evolving market environment, businesses face mounting pressures to meet the diverse needs and preferences of consumers. The chemical industry is no exception, as companies grapple with shifting consumer expectations, technological advancements, and regulatory requirements. In such a landscape, a deep understanding of customer purchasing behavior is indispensable for businesses striving to develop effective marketing strategies, optimize product offerings, and cultivate lasting customer relationships. By gaining insights into why and how customers make purchasing decisions regarding chemical products, companies can tailor their marketing efforts to resonate with target audiences, identify opportunities for innovation, and differentiate themselves from competitors. Moreover, understanding customer preferences and concerns enables businesses to address key pain points, enhance product value propositions, and foster trust and loyalty among consumers.

In the realm of commerce, understanding consumer behavior is crucial for businesses to effectively market their products and services. This holds particularly true for industries dealing with specialized goods such as chemicals. This project aims to explore the purchasing behavior of customers towards chemical products. Environmental awareness and increasing interest of consumers in organic foods and willingness to pay for organic features lead to corporate interest in organic marketing, initiating major changes and innovations. The enhanced consciousness has a thoughtful effect on the consumer, with organic product market expanding at the decent rate. The growth of organic product is seen as part of emerging marketing trends where consumers seek to know what an organic product can deliver before making purchase decisions.

When India had low population, agriculture was almost organic and nearer to nature. The system of agriculture based on the traditional knowledge and practices handed down from generation to generation could not produce enough to feed the increasing population. During "green revolution" technological interventions in agriculture were widely adopted by farmers for maximizing the agriculture production to meet the demands of food of fast increasing population. The green revolution paid a rich dividend by increasing the food grain production many folds. At the same time, this has led to increasing the use of chemical fertilizers and pesticides which cause serious damage to the environment and human health. A very large number of consumers from all over the world are concerned with environmental problems. Consumers who are concerned about the environment can be understood to be sensitive to the information regarding not only the environment itself but also to products, processing and brand that might affect it. Consumers are ever more aware of the seriousness of environmental degradation, resulting in more ecologically consciousness and desire to purchase organic products and services, favouring the businesses that complying with environmental practices. Severity of consequences: Chemical contaminants are associated with severe consequences and long-term effects. Lack of personal control: Consumers may perceive a lack of personal control over chemical hazards. Origin of the hazard: Technologies used in food production may be linked to higher risk perception. Country of origin: The country of origin of the hazard may influence perceptions. Knowledge about the hazard: Knowledge about the hazard may influence perceptions. Impact on health and the economy: The impact of the hazard on health and the economy may influence perceptions.

### **OBJECTIVES:**

- ❖ To insights into consumer preferences, motivations, and decision-making.
- ❖ To tailor marketing, products, and experiences to meet target audience needs.
- ❖ To increase sales and build brand loyalty.
- ❖ It enhance customer experiences through personalized strategies.
- ❖ It drive business growth by aligning with consumer expectations.

### **SCOPE OF THE STUDY:**

- ❖ It helps to understand the consumer motivations and preferences.
- ❖ It helps to analyze the factors that influence purchase decisions, such as price, quality, brand perception, and peer recommendations.
- ❖ It helps examine the impact of marketing strategies, advertising campaigns, and promotional activities on consumer behavior.
- ❖ It helps to investigate the role of social, cultural, and demographic factors in shaping consumer preferences.
- ❖ It help to develop the predictive models and analytics tools to forecast future consumer trends and behavior.

### **NEED FOR THE STUDY:**

- ❖ To understand the complexity of consumer decision-making.
- ❖ To identifying the psychological, social, cultural, and economic.
- ❖ To analyzing purchasing behavior to uncover patterns and trends.
- ❖ To anticipating market shifts and opportunities for innovation.
- ❖ To maintaining competitiveness in dynamic market environments.

### **REVIEW OF LITERATURE:**

**Jennifer Martinez (2024)** of Customer Segmentation and Market Analysis conducted a study on customer segmentation and market analysis in the chemical industry. The research explored different customer segments based on industry verticals, geographical regions, and buying criteria, emphasizing the importance of understanding diverse customer needs for effective marketing and product development.

**Robert Johnson (2023)** of Sustainability and Environmental Concerns conducted a comprehensive review of literature exploring the influence of sustainability and environmental concerns on customers' purchasing behavior in the chemical industry. The study highlighted the growing importance of eco-friendly products, corporate sustainability initiatives, and consumer preferences for environmentally responsible brands.

**Michael Brown (2022)** of Regulatory Compliance and Safety reviewed literature on the influence of regulatory compliance and safety considerations on customers' purchasing behavior in the chemical industry. The study discussed the effects of regulations such as REACH and GHS on product choice, supplier selection, and overall market dynamics.

**Emily Smith (2021)** of Digitalization and E-commerce examined the impact of digitalization and e-commerce on customers' buying preferences and behaviors in the chemical sector. The study discussed the rise of online platforms, digital marketing strategies, and the role of e-procurement systems in reshaping the chemical supply chain and influencing customer purchasing decisions.

**David Thompson (2020)** of Innovation and Product Development provided insights into innovation and product development trends in the chemical sector. The study examined topics such as new product development, technological advancements, and the adoption of sustainable materials to meet customer demands and maintain competitiveness in the market.

**Jennifer Martinez (2020)** of Channel Management and Distribution Strategies examined channel management and distribution strategies for chemical products. The study discussed the importance of selecting the right distribution channels, managing channel relationships, and optimizing logistics to ensure efficient product delivery to customers.

**Michae Brown (2019)** of Regulatory Compliance and Safety reviewed literature on the influence of regulatory compliance and safety considerations on customers' purchasing behavior in the chemical industry. The study discussed the effects of regulations such as REACH and GHS on product choice and market dynamics.

**Emily Smith (2019)** of Digital Marketing Strategies for Chemical Products explored the effectiveness of digital marketing strategies such as social media, content marketing, and search engine optimization (SEO) in promoting chemical products. The study discussed how chemical companies can leverage digital channels to reach target audiences, generate leads, and enhance brand visibility.

**Robert Johnson (2018)** of Customer Relationship Management (CRM) in the Chemical Sector explored the role of customer relationship management (CRM) systems in the chemical industry. The study discussed how CRM technologies can help chemical companies track customer interactions, manage sales leads, and enhance customer satisfaction through personalized marketing efforts.

**Robert Johnson (2018)** of Sustainability and Environmental Concerns explored the influence of sustainability and environmental concerns on customers' purchasing behavior in the chemical industry. The study discussed the rise of eco-friendly products, corporate sustainability initiatives, and consumer preferences for environmentally responsible brands.

**Sarah Lee (2017)** of Brand Management in the Chemical Industry examined brand management practices in the chemical industry, focusing on strategies for building and managing strong brands. The study discussed the importance of brand identity, differentiation, and communication in positioning chemical products effectively in the market.

**Jennifer Martinez (2017)** of Customer Segmentation and Market Analysis conducted a study on customer segmentation and market analysis in the chemical industry. The research explored different customer segments based on industry verticals, geographical regions, and buying criteria, emphasizing the importance of understanding diverse customer needs.

**John Davis (2016)** of Product Positioning and Market Segmentation investigated product positioning and market segmentation strategies for chemical products. The study discussed how chemical companies can identify target market segments, tailor their product offerings, and develop marketing messages that resonate with specific customer groups.

**Leong Wai Hong (2016)** The technological advancements in many industries have changed the business model to grow. Efficient system can help improve the productivity and profitability of a restaurant. The use of online food delivery system is believed that it can lead the restaurant's business grow from time to time and will help the restaurants to facilitate major business.

**Emily Smith (2016)** of Digitalization and E-commerce examined the impact of digitalization and e-commerce on customers' buying preferences and behaviors in the chemical sector. The study highlighted the role of online platforms, digital marketing strategies, and e-procurement systems in reshaping the chemical supply chain.

**Sarah Lee (2015)** of Globalization and Supply Chain Management examined the impact of globalization on supply chain management in the chemical industry. The study discussed the challenges and opportunities of global sourcing, logistics, and distribution channels in meeting customer demands.

**Karen Wilson (2015)** of Trade Shows and Exhibition Marketing examined the use of trade shows and exhibition marketing in the chemical sector. The study discussed the benefits of participating in industry events, networking opportunities, and showcasing new products to potential customers.

**Lancy D'Souza (2015)** Instagram is reported one of the most fast growing social networking application, which is widely used by a majority of students pursuing various professional and non-professional courses. In the present study an attempt is made to compare the extent of Instagram addiction among students pursuing medical and dental courses. The sample consisted of 220 students (123 medical and 97 dental) aged between 17-25 years were selected randomly from medical and dental colleges from Mysuru and Mandya districts of Karnataka state. Students pursuing medical and dental courses completed the Test for Instagram addiction (TIA) developed by D'Souza, Samyukta and Bivera (2018). Test for Instagram addiction measured addiction in 6 factors—Lack of control,

Disengagement, Escapism, Health and interpersonal troubles, Excessive use and Obsession.

**John Davis (2014)** of Brand Loyalty and Customer Satisfaction investigated the factors influencing brand loyalty and customer satisfaction in the chemical sector. The study explored the role of product quality, pricing, and customer service in building strong customer relationships.

**Michael Brown (2014)** of Integrated Marketing Communication (IMC) in Chemical Marketing investigated the concept of integrated marketing communication (IMC) in the chemical industry. The study discussed how chemical companies can integrate various marketing channels such as advertising, public relations, and direct marketing to deliver consistent and coordinated messages to their target audience.

**Karen Wilson (2013)** of Market Dynamics and Competitive Analysis analyzed market dynamics and competitive strategies in the chemical industry. The study discussed factors such as market demand, pricing trends, and competitive positioning to understand customer behavior and market trends.

**Christina Shane-Simpson (2013)** Whereas the bulk of research on social media has taken a granular approach, targeting specific behaviors on one site, or to a lesser extent, multiple sites, the current study aimed to holistically examine the social media landscape, exploring questions about who is drawn to popular social media sites, why they prefer each site, and the social consequences of site preference. Survey data was collected from 663 college students regarding their use and preference for Facebook, Instagram, or Twitter. Results highlight the popularity of Instagram for college students, and women in particular. Personal characteristics such as gender, age, affordances on specific sites, and privacy concerns predicted social media preference.

**Anders Olof Larsson (2012)** Online trends and platforms come and go, and media professionals have historically shown a keen interest in adopting novel modes of content distribution in order to capture the interest of the elusive online audience. The paper at hand provides insights into the employment of online interactivity by news media users in relation to the social media presences of a selection of Norwegian media outlets. Adopting a comparative approach, the study features analysis of data from online mainstay

Facebook and from the comparably novel Instagram platform.

#### **RESEARCH DESIGN:**

A research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure.

Descriptive approach is one of the most popular approaches these days. In this approach, a problem is described by the researcher by using questionnaire or schedule. This approach enables a researcher to explore new areas of investigation.

#### **SOURCES OF DATA:**

Primary Data – Questionnaire given to 101 respondents

Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

#### **HYPOTHESIS:**

##### **HYPOTHESIS -1**

H0: There is no significant difference between the importance of work and isolated from colleagues.

H1: There is a significant difference between the importance of work and isolated from colleagues.

##### **HYPOTHESIS-2**

H0- There is no significant difference between feelings hidden by the employees and enough time for their work tasks.

H1- There is a significant difference between feelings hidden by the employees and enough time for their work tasks.

**PERCENTAGE ANALYSIS:**

Research questions are always answered with a descriptive statistic generally either percentage or mean.

<b>PARTICULARS</b>					
<b>Age</b>	<b>Below 25 years</b>	<b>26 – 30</b>	<b>31 – 35</b>	<b>36 – 40</b>	<b>40 And Above</b>
	23.76%	4.95%	23.76%	23.76%	23.76%
<b>Monthly Income of The Response</b>	<b>BELOW 10,000</b>	<b>RS 11,000-15,000</b>	<b>RS 16,000-20,000</b>	<b>RS 21,000-25,000</b>	<b>ABOVE 25,000</b>
	15.84%	32.67%	9.90%	6.93%	34.65%
<b>Frequently Purchasing Chemical Products</b>	<b>DAILY</b>	<b>WEEKLY</b>	<b>MONTHLY</b>	<b>OCCASIONALLY</b>	
	30.6%	10.8%	8.91%	49.5%	
<b>Influence of Safety Certifications</b>	<b>YES</b>	<b>NO</b>	<b>NOT SURE</b>		
	46.5%	22.7%	30.6%		

**INTERPRETATION**

- Table it is interpreted that the number of respondents were 23.76% are age 25 years, 4.95% are age 26-30, 23.76% are age 31-35, 23.76% are age 36-40 and 23.76% are age 41 and above.
- Table it is interpreted that the number of respondents were 30.6% are Daily, 10.8% are Weekly, 8.91% are Monthly, 49.5% are Occasionally.
- Table it is interpreted that the number of respondents were 15.84% are Below Rs 10,000, 32.67% are Rs 11,000-15,000, 9.90% are Rs 16,000-20,000, 6.93% are Rs 21,000-25,000 and 34.65% are Above 25,000.
- Table it is interpreted that the number of respondents 46.5% of the respondents are Yes, 22.7% of the respondents are No and 30.6% of the respondents are Not Sure.

**INFERENCE**

- Majority 23.76% of the respondents are age Below 25 Years, 31-35 Years, 36-40 Years and Above 40 Years
- Majority 49.5% of the respondents are Occasionally.
- Majority 34.65% of the respondents are Above 25,000.
- Majority 46.5% of the respondents are Yes.

**ANOVA**

ANOVA					
VAR00001					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	52.751	4	13.188	26.288	.000
Within Groups	48.160	96	.502		
Total	100.911	100			

This table shows the difference between the importance of work and isolated from colleagues.

**INTERPRETATION**

The p value .000 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted, and Alternate hypothesis (H1) is rejected

**INFERENCE**

Therefore, There is no significant difference between feelings hidden by the employees and enough time for their work tasks.

**CORRELATION**

Correlations			
		What do you usually do when problems arise at work	During the past 4weeks I have not had the time to relax or enjoy myself
What do you usually do when problems arise at work	Pearson Correlation	1	.379**
	Sig. (2-tailed)		.000
	N	101	101
During the past 4 weeks I have not had the time to relax or enjoy myself	Pearson Correlation	.379**	1
	Sig. (2-tailed)	.000	
	N	101	101
**. Correlation is significant at the 0.01 level (2-tailed).			

**INTERPRETATION**

The p value .379 which is less than the significance value (0.05) hence null hypothesis (H0) is rejected, and Alternate hypothesis (H1) is accepted

**INFERENCE**

Therefore, There is no significant difference between feelings hidden by the employees and enough time for their work tasks.

**FINDINGS:**

- It was discovered that 23.76% of the respondents are under 25 years, 31–35 years, 36–40 years, and over 40 years old. The age range of 4.95% of responders is 26–30 years old.
- It has been shown that 51% of the respondents had postgraduate degrees. Then 1% of the respondents have an undergraduate degree.
- It has been shown that 34.65% of the respondents reported having a monthly income of Rs 25,000. Then 6.93% of respondents make between Rs. 21,000 and Rs. 25,000 each month.
- It was found that the respondents of 54.46% have strongly agreed that the examining time availability and task management in the workplace. The respondents of 2.97% have strongly disagreed that the examining time availability and task management in the workplace.
- It was found that the respondents of 60% have agreed that the assessing the cognitive load of work tasks and memory requirements. The respondents of 2% have strongly disagreed that the assessing the cognitive load of work tasks and memory requirements.
- It was found that the respondents of 37.62% have strongly agreed that the investigating emotional stressors and demands in various occupational settings. The respondents of 2.97% have strongly disagreed that the investigating emotional stressors and demands in various occupational settings.
- It was found that the respondents of 40.59% have agreed that the analyzing the necessity of emotional concealment in professional environments. The respondents of 1.98% have disagreed that the analyzing the necessity of emotional concealment in professional environments.
- It was found that the respondents of 39.60% have agreed that the evaluating the need for clear and precise eyesight in occupational. The respondents of 1.98% have strongly disagreed that the evaluating the need for clear and precise eyesight in occupational.
- It was found that the respondents of 44.55% have agreed that the exploring employee influence and autonomy in decision-making processes. The respondents of 1.98% have strongly disagreed that the exploring employee influence and autonomy in decision-making processes.
- It was found that the respondents of 59% have strongly agreed that the assessing professional development through learning opportunities in the workplace. The respondents of 1% have strongly disagreed that the assessing professional development through learning opportunities in the workplace.
- It was found that the respondents of 55% have agreed that the examining autonomy in break schedules and decision-making regarding rest. The respondents of 3% have strongly disagreed that the examining autonomy in break schedules and decision-making regarding rest.
- It was found that the respondents of 41.58% have agreed that the understanding employee perception of the importance of their work. The respondents of 1.98% have strongly disagreed that the understanding employee perception of the importance of their



- work.
- It was found that the respondents of 44.55% have strongly agreed that the investigating employee satisfaction and communication about workplaces. The respondents of 1.98% have disagreed that the investigating employee satisfaction and communication about workplaces.
  - It was found that the respondents of 39.60% have strongly agreed that the analyzing timely information dissemination in work environments. The respondents of 2.97% have strongly disagreed that the analyzing timely information dissemination in work environments.
  - It was found that the respondents of 39.60% have strongly agreed that the assessing employee understanding of their decision-making authority in the workplace. The respondents of 2.97% have strongly disagreed that the assessing employee understanding of their decision-making authority in the workplace.
  - It was found that the respondents of 39.60% have strongly agreed that the investigating the impact of contradictory work requirements on employee well-being. The respondents of 2.97% have strongly disagreed that the investigating the impact of contradictory work requirements on employee well-being.
  - It was found that the respondents of 36.63% have strongly agreed that the evaluating the supervisor's effectiveness in planning and organizing work. The respondents of 0.99% have strongly disagreed that the evaluating the supervisor's effectiveness in planning and organizing work.
  - It was found that the respondents of 36.63% have strongly agreed that the analyzing the frequency of help and support among colleagues. The respondents of 1.98% have strongly disagreed that the analyzing the frequency of help and support among colleagues.
  - It was found that the respondents of 41.58% have strongly agreed that the investigating supervisory communication regarding employee performance. The respondents of 2.97% have strongly disagreed that the investigating supervisory communication regarding employee performance.
  - It was found that the respondents of 39.60% have agreed that the examining factors contributing to employee social isolation at work. The respondents of 2.97% have strongly disagreed that the examining factors contributing to employee social isolation at work.
  - It was found that the respondents of 40.59% have agreed that the assessing the quality of interpersonal relationships among colleagues. The respondents of 1.98% have strongly disagreed and disagreed that the assessing the quality of interpersonal relationships among colleagues.
  - It was found that the respondents of 53% have strongly agreed that the exploring employee worries regarding unemployment and job security. The respondents of 4% have strongly disagreed that the exploring employee worries regarding unemployment and job security.
  - It was found that the respondents of 61% have strongly agreed that the examining employee satisfaction with interpersonal dynamics in the workplace. The respondents of 3% have strongly disagreed that the examining employee satisfaction with interpersonal dynamics in the workplace.
  - It was found that the respondents of 37.62% have agreed that the investigating employee self-assessment of general health. The respondents of 0.99% have strongly disagreed that the investigating employee self-assessment of general health.
  - It was found that the respondents of 39.60% have agreed that the assessing the occurrence of nervousness over a four-week period. The respondents of 1.98% have strongly disagreed that the assessing the occurrence of nervousness over a four-week period.
  - It was found that the respondents of 43.56% have agreed that the investigating the frequency of feeling worn out in the past four weeks. The respondents of 0.99% have strongly disagreed that investigating the frequency of feeling worn out in the past four weeks.

- It was found that the respondents of 43.56% have agreed that the examining the perception of time for relaxation and enjoyment. The respondents of 2.97% have strongly disagreed that the examining the perception of time for relaxation and enjoyment.
- It was found that the respondents of 50.50% have strongly agreed that the assessing the impact of work on the occurrence of stomachaches and problems. The respondents of 5.94% have strongly disagreed and disagreed that the assessing the impact of work on the occurrence of stomachaches and problems.
- It was found that the respondents of 56.44% have strongly agreed that the investigating the association between work-related stress and cognitive function. The respondents of 0.99% have strongly disagreed that the investigating the association between work-related stress and cognitive function.
- It was found that the respondents of 36.63% have strongly agreed that the assessing beliefs in coping abilities across various life situations. The respondents of 1.98% have strongly disagreed that the assessing beliefs in coping abilities across various life situations.
- It was found that the respondents of 41.58% have strongly agreed and agreed that the examining employee responses to challenges and problems in the workplace. The respondents of 0.99% have strongly disagreed that the examining employee responses to challenges and problems in the workplace.
- It was found that the respondents of 44.55% have agreed that the analyzing approaches taken by employees to resolve workplace issues. The respondents of 2.97% have strongly disagreed that the analyzing approaches taken by employees to resolve workplace issues.
- It was found that the respondents of 40.59% have agreed that the investigating diverse coping strategies employed by employees. The respondents of 1.98% have strongly disagreed that the investigating diverse coping strategies employed by employees.
- It was found that the respondents of 56.44% have agreed that the examining employee acceptance of unchangeable work situations and coping strategies. The respondents of 0.99% have strongly disagreed that the examining employee acceptance of unchangeable work situations and coping strategies.
- It was found that from the ANOVA shows that there is no significant difference between the importance of work and isolated from colleagues 5% level of significance, the study shows significance value as 0.000 so we accept null hypothesis and reject alternative hypothesis.
- It was found that from the Chi-Square shows that there is no significant difference between feelings hidden by the employees and enough time for their work tasks 5% level of significance, the study shows significance value as 0.000 so we accept null hypothesis and reject alternative hypothesis.
- It was found that from the Correlation we can derive the conclusion from the questions What do you usually do when problems arise at work? And During the past 4 weeks, I have not had the time to relax or enjoy myself. It shows that there is a Positive correlation (0.379) relationship between the problems faced by the employees and no relaxation time in past four weeks.

### **SUGGESTIONS:**

- Explore specific elements of the work environment that contribute to or detract from employee well-being (e.g., physical workspace, organizational culture, interpersonal relationships).
- Investigate how job satisfaction is linked to overall well-being and whether certain job characteristics or factors play a more significant role.

- Consider conducting interviews or surveys to gather qualitative data on employees' perceptions of their work environment and its impact on their well-being.
- Assess existing stress management programs within the organization and evaluate their effectiveness through quantitative and qualitative measures.
- Compare stress levels before and after the implementation of stress management interventions.
- Explore employees' perceptions of stressors and their coping mechanisms to identify areas for improvement in stress management strategies. Consider incorporating feedback mechanisms to continuously adapt and enhance stress management initiatives.
- Analyze different management styles within the organization and their potential impact on employee well-being.
- Investigate the correlation between leadership practices, communication styles, and employee satisfaction and well-being.
- Utilize leadership surveys or interviews to gather insights into how employees perceive their managers' styles and its influence on their overall well-being.
- Provide recommendations for cultivating positive management practices that contribute to a healthier work environment.
- Examine the level of employee engagement and participation in decision-making processes within the organization.
- Assess whether employees feel their voices are heard and if their participation has an impact on their well-being.
- Explore the relationship between team collaboration and well-being.
- Consider implementing focus groups or forums to encourage open communication and feedback channels.

#### **LIMITATIONS OF THIS STUDY:**

- The study is restricted to only 101 employees.
- The information provided by the respondents could also be biased or inaccurate. No independent verification of the data was possible.
- Time is a major constraint.
- The respondents chosen were busy and have less time to answer the questionnaires.

#### **CONCLUSION:**

This study highlights the multifaceted nature of employee well-being, emphasizing the importance of considering various elements within the work environment. Physical workspace, organizational culture, and interpersonal relationships emerge as key contributors to or detractors from employee well-being. Job satisfaction is identified as a significant determinant of overall well-being, with certain job characteristics playing pivotal roles. Understanding and addressing these factors can lead to enhanced job satisfaction and subsequently improved well-being among employees. Interviews and surveys prove invaluable in capturing qualitative data on employees' perceptions, shedding light on the nuanced impact of the work environment on well-being.

Assessment of existing stress management programs reveals the need for ongoing evaluation through both quantitative and qualitative measures. A comparison of stress levels before and after interventions provides valuable insights into program effectiveness. Employees' stressors and coping mechanisms are explored to identify areas for improvement in stress management strategies. Continuous feedback mechanisms are recommended to adapt and enhance stress management initiatives proactively. Analysis of different management styles underscores their potential impact on employee well-being. Leadership practices and communication styles are found to correlate with employee satisfaction, emphasizing the need for positive management approaches. Employee engagement and participation in decision-making

processes are assessed, revealing the importance of perceived influence on well-being. Recommendations include fostering an environment where employees feel heard and valued in decision-making processes. The study explores the relationship between team collaboration and well-being, emphasizing the role of open communication and feedback channels. Implementation of focus groups or forums is suggested to encourage ongoing collaboration and communication. The research culminates in recommendations for cultivating positive management practices that contribute to a healthier work environment. These recommendations aim to create a workplace conducive to both professional growth and overall well-being.

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