



# RELATIONSHIP OF ADVERTISING AND PRICE POLICY WITH CONSUMER BUYING BEHAVIOR

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## Abstract

This study aids in omitting the impact of consumer perceptions of advertising and pricing strategies on purchasing behavior. Advertisement and price plays an important role in today's society since it shapes consumers ideas and perspectives, which has a substantial impact on customer purchase decisions. The goal of this study was to explore What is the status of the Company and its products, How purchasing the product is influencing the consumer's personal factors, How advertisements influencing buying motives, and buying decision, How advertisements build consumer perception, How is the pricing policy affecting consumer buying behavior, What are the impacts on psychological factors different components of customer behavioral influence brand selection when it comes to Bio-Charcoal of Greenmine Industry. The Samples were gathered by the company from online feedback and questionnaire answered by consumers on online purchase platforms like Amazon and Flipkart and also from the company website and social media. On the basis of these concerns, a questionnaire was devised. From the study it concludes how gender, age, occupation, purchase influencing factors, consumer believes, advertising important, media attention, curiosity factors, team requirements, online advertisement, formativeness of advertisement, curiosity is the factor, advertisement is beneficial to consumers because they provides important goods and services, advertisement has an impact on informational responses, consumers involve in low involvement of purchase, consumers search for the best product to satisfy their need, routine consumers, durable products influences consumer buying behavior because of advertisement. And also how age, gender, occupation, marital status, qualification, individual income, quality and price, pricing strategy like Odd pricing, bundle pricing, bundle of two unbranded product and discount pricing strategy influences consumer buying behavior because of the price. It is arguable that these elements have had an impact on the consumer purchasing decisions. This provides solutions to the research questions posed in the study. Thus through the study it is recommended to the company to consider the personal aspects of the consumers and psychological aspects such as beliefs and attitudes that influence consumer behavior by advertising and pricing, as well as their perception and awareness on the decision-making process because when the steps of the decision-making process are skipped, customers make emotional decisions.

**Keywords:** Advertising, Pricing policy and Consumer Buying Behavior.

## CHAPTER 1

### Introduction:

In today's world, advertising plays a critical part in society; through advertising, many people will learn about a product or service. When done correctly, advertisement is a sure-fire way to draw a large number of people in a single shot.

Rafique et al, 2012 argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Yasir Rafique, 2012).

Fok et al. (2007) In an effort to create a model which allows price sensitivity to depend on price.

Van Heerde et al. (2002) propose models that use regime switching and non-parametric approaches to model price effects respectively.

When examining price sensitivity, these models, on the other hand, focus on the differences in price sensitivity for varying magnitude of price changes and therefore do not take competition prices into account. The goal of this study is to look at how price sensitivity effects as a function of price changes in contrast to competitors' prices.

The product's looks, texture, cost, and durability, as well as fulfilling on the product's promises and previous experience, could all influence consumer perception. Additionally, perspective can be established through numerous sessions with customers, in which they are given a place to discuss their thoughts.

Advertising is the principal method to communicate between both the manufacturer and the user. Advertisement is a part of the Promotion Mix and one of the Marketing Mix's 4ps (Product, Price, Place, and Promotion). Advertising is a part of the Marketing Strategy that helps to raise product awareness among the customers, which influences customer purchase decisions. Advertisers utilize mass-communication techniques including advertisement, promotional events, and publicity to reach their target audiences.

Advertisement through the mainstream media has an effect on the audience, though not as much as television, that has a vast audience and is the most potent advertising medium. Any company can position their product's brand by investing in promotional activities, which will help them compete in an advertising-driven consumer market. The primary purpose of an advertisement is to reach out to customers and influence their awareness, thoughts, and purchase decisions. Advertising has the ability to affect consumer attitudes as well as brand preference. Consumer buying behavior should be examined to understand better why people act the way they do in various situations. In addition, to appreciate the economic, social, and psychological variables that influences customers' behavior.

Becker and Murphy (1993) argue that this latter case, where advertising raises the demand elasticity, should be the "presumptive" case. Starting from equilibrium with no advertising, a firm would, ideally, like to target its advertising at marginal consumers whose willingness to pay (WTP) is just below the initial equilibrium price. Increasing the WTP of marginal consumers flattens the demand curve in the vicinity of the initial equilibrium, leading to more elastic demand at that point. Although the demand curve becomes more elastic, leading to a smaller markup, the firm's profits increase because the demand curve shifts up. As Becker and Murphy point out, "advertising is profitable not because it lowers the elasticity of demand for the advertised good, but because it raises the level of demand [at any given price]."

Conclusion, Consumer preference towards the product will make you know the products review about it where the buying behavior of the products.

The consumers will review the products of the company so that the organization will improve in the quality of the product is not up to mark based on the feedback of the consumers.

The products which have been purchased by the consumers, will review the goods that have been served to them. So that they will come to know about the product how it works for their own needs.

Customers try to obtain information about a product from several sources of media. When consumers are exposed to commercials in various forms of media, their purchasing decisions are influenced. Commercials on the radio attract the most attention from customers when it comes to evaluating facts on a specific product. Customers are skeptical about products advertised in publications. The findings also show that when people see an advertisement in a magazine, they do not question about the product's quality.

## Background of the Study:

This Study is about Relationship of Advertising and Price Sensitivity with Consumer Buying Behavior.

It Deals with the Degree to which the cost of the items influences the purchasers by purchasing the items from the association. It is about how the association will promote their items to the purchasers and they settle the cost to their particular items and the purchasing conduct of the buyers towards the association.

In the first place, Advertising is a vital part of the association where the buyers will come to think about the item by the advancements. Item can be made in various ways yet Media will enable us in the most ideal approach to advance the items by broadcasting the items and making it to advance in the buyers by which the shoppers will effortlessly come to think about the item in which the work will be minimal less work to the retailers. The organization should promote their products well in the society where the goal to reach the consumers should be high where the product should be aware to all in the society. They can promote the products in different ways like magazines, newspapers, television, radio, etc where it will reach the consumers very soon with the help of this media. A person with a positive attitude about an item offering is more likely to buy it; this makes consumer individual investment research extremely important for advertisers. A demeanor can be defined as an individual's attitude toward an article that is idealistic or UN positive. It is a knowledgeable proclivity to exhibit and react in response to a specific evaluation, resulting in a favorable or unfavorable reaction to an object. In terms of buyer behavior, shopper dispositions can be defined as an internal sentiment ideality or UN positive toward an item or service offering, as well as the 4Ps. As Schiff man has characterized, "States of mind are a declaration of inward emotions that reflect whether a man is positively inclined to some "item"" and "Mentalities arrangement, thus, is the procedure by which people structure sentiments or conclusions toward other individuals, items, thoughts, exercises, and different articles in their surroundings".

A disposition, in terms of buyer behavior, is a continuous good or negative emotion that a buyer or prospect develops as a result of an assessment of a product, such as a product offer, branding, price, business and merchandiser, representative of the company, business advancement, and so on. As Schiff man puts it, it is "an educated inclination to carry on in a reliably positive or unfavorable route taking into account sentiments and suppositions that outcome from an assessment of information about the article". States of mind are affected by individual experience and other wellsprings of data, and identity.

Adjusting customer state of mind is a key procedure for the advertisers. Advertisers need to make uplifting mentality in shopper mind to pull in them in correlation with the contender's item.

Normally, the requirement for an item begins when the requirement for the specific item is perceived. A need might be mental or useful. Mental necessities are connected with individual satisfaction that the client may get from acquiring or owning the item. A practical need then again is specifically identified with the capacity of the item. The following stage is the place the buyer looks for data about the item and spot where make the buy. The wellspring of this data might be a magazine, daily paper family, the web, or the TV. Any prior encounters of purchasing the item or the administration may influence the choice to buy. The procedure that the client experiences while settling on a choice is represented.

The products which have been made should be executed well in the market. Consumer plays a role in the products they should be more satisfied with the products which have been taken from the company. The organization should be well in the prompting of the products so that the products should be known to the retailers in the society. The study is about the consumers how will they let to know about the products and the kind of advertisement and the price sensitivity towards “**GREENMINE INDUSTRIES PVT LTD**” products.

## Statement of the Problems:

According to the Literature Review, advertising plays a major role in all organizations and will help to reach consumers very quickly in society, and pricing strategy plays another important role in determining whether a consumer can afford to buy a product when compared to alternatives and competitors. Advertisers



use consumer behavior research because it helps them better understand and predict consumer buying trends. This is about what customer's buy, why consumers purchase it, where and when they buy it, so often that consumers buy it, and what they are doing with and dispose of it when they're done.

The study's purpose is to discover answers to these questions:

1. What is the profile of the consumers in terms of gender age and occupation?
2. Which media get attention of consumers?
3. How do the respondents perceive the functions of advertising?
4. What is the relationship between respondent's perceptions on advertisements of their gender, age and occupation?
5. What is the significant difference on consumer response and pricing policy based on consumer age, gender, marital status, occupation and income level?
6. What is the relationship between pricing policy and buying behavior?

### **Objectives of the Study:**

1. To present an overview of profile of the consumers in terms of gender age and occupation.
2. To examine which media get attention of consumers.
3. To identify how the respondents perceive the functions of advertising.
4. To determine the relationship between respondent's perceptions on advertisements of their gender, age and occupation.
5. To assess the relationship between pricing policy and buying behavior.
6. To analyze the significant difference on consumer response and pricing policy based on consumer age, gender, marital status, occupation and income level.

### **Hypothesis:**

#### **Advertisement and consumer behavior**

The difference of relationship between advertisement and consumer behavior can be differed by gender, age, occupation, advertisement, kinds of media.

Null Hypothesis:

H0: There is no relationship between advertisement and consumer behavior.

If there is no association between the two variables, the individuals would be uniformly distributed across the cells of the table.

The alternative hypothesis for a chi-square test is always two-sided. (It is technically multi-sided because the differences may occur in both directions in each cell of the table).

Alternative Hypothesis:

H1: There is a relationship between advertisement and consumer behavior. Based response of respondent experience on advertisement relationship with consumer buying behavior due to demographic variables age, gender, occupation and types of media.

Ordinarily, the invalid theory indicates the extent of perceptions at each level of the clear-cut variable. The alternate theory is that no less than one of the pre-defined extents is not valid.

#### **Pricing policy and consumer behavior**

H1: There is a positive relationship between prices and consumer buying behavior.

H2: There is a statically significant difference between the responses of respondents about the three pricing policy (odd even pricing, bundle pricing, and discount pricing) due to demographic variables (Age, gender, Marital Status, qualifications, and monthly salary).

### **Significance of the Study**

The research will help the Greenmine industry build marketing strategies for their products and services, as well as various pricing techniques to retain and attract clients and explore consumer buying

trends. It would be of great interest and importance to marketing executives, as it would help them sell their products and generate adequate revenues for their businesses.

**Students-** This study helps to increase the student's awareness particularly those who are taking up courses such as Business and Marketing Management to get knowledge about how advertizing and pricing strategies reflects in consumer buying behavior and also regarding Bio-charcoal.

**University-** The conclusions of this study will be valuable in boosting students' knowledge, skills, and capacities at universities and training centers.

**Researcher-** It is an opportunity for the researcher to conduct this research as well as the findings of the study. This is to understand how essential is advertising and price of a economic product results in getting more attention of consumers.

**Community-** To create awareness and explain the details of the Bio-charcoal which can be used as the fuel of the future generation as it a renewable source of energy. As the product can be educate to community by means advertisement to cover mass population.

**Government-** The findings of this study will serve as the basis for the local government and International Organizations to have deep knowledge about the product like bio-charcoal which can be a substitute product for wood and charcoal and the Government can take measures to make the product reach the public to save the natural resources and use renewable source of energy as bio-charcoal is lower than the cost of normal firewood and charcoal. They can give seminars to Industrialists and which also leads to cost-cutting measures for Industrialization.

### Scope and Limitations of the Study

- a. The study's primary constraint was its duration; because to the short time period, the researcher was only able to cover the actions of people during a specific time.
- b. Resources prohibited taking the large sample size because of pandemic.
- c. Products chosen for this research were limited which were sold on online sites.
- d. Consumers of bio charcoal were sampled using the purposive sampling method.
- e. The Samples were only gathered from online feedback and questionnaire answered by consumers on online purchase platforms like Amazon and Flipkart and also from company website and total respondents who took only questionnaire survey was 151.
- f. Descriptive Quantitative research method was used to analyze the data.

### Definition of Terms

**Robotization:** It refers introduction of robots to carry out industrial tasks.

**Carbonization:** It is the complex process of concentrating and purifying carbon by denaturing organic matter with heat in the presence of little to no oxygen.

**Biomass:** It is the term used to describe any fuel derived from plants. This includes crop residues, wood, crops and animal waste.

**Briquettes:** A briquette (also spelled briquette) is a compressed block of coal dust or other combustible material (such as charcoal, sawdust, wood chips, peat, or paper) used for fuel as well as for kindling to start a fire.

**Shisha:** A pipe for smoking flavored tobacco, which passes the smoke through water. Shisha is a water-pipe, popular in many Arab countries, in which fruit-scented tobacco is burnt using coal, passed through an ornate water vessel and inhaled through a hose.

### Acronyms

IAP: Indoor air contamination

SSA: The Social Security Administration (SSA) is a U.S. government agency that administers social programs covering disability, retirement, and survivors' benefits.

FMCG: Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

BBQ: A social gathering especially in the open air at which barbecued food is eaten.

COT: Channel of Trade

SPSS: Statistical Package for the Social Sciences

GST: Goods and services tax

## CHAPTER 2

### REVIEW OF RELATED LITERATURE AND STUDIES

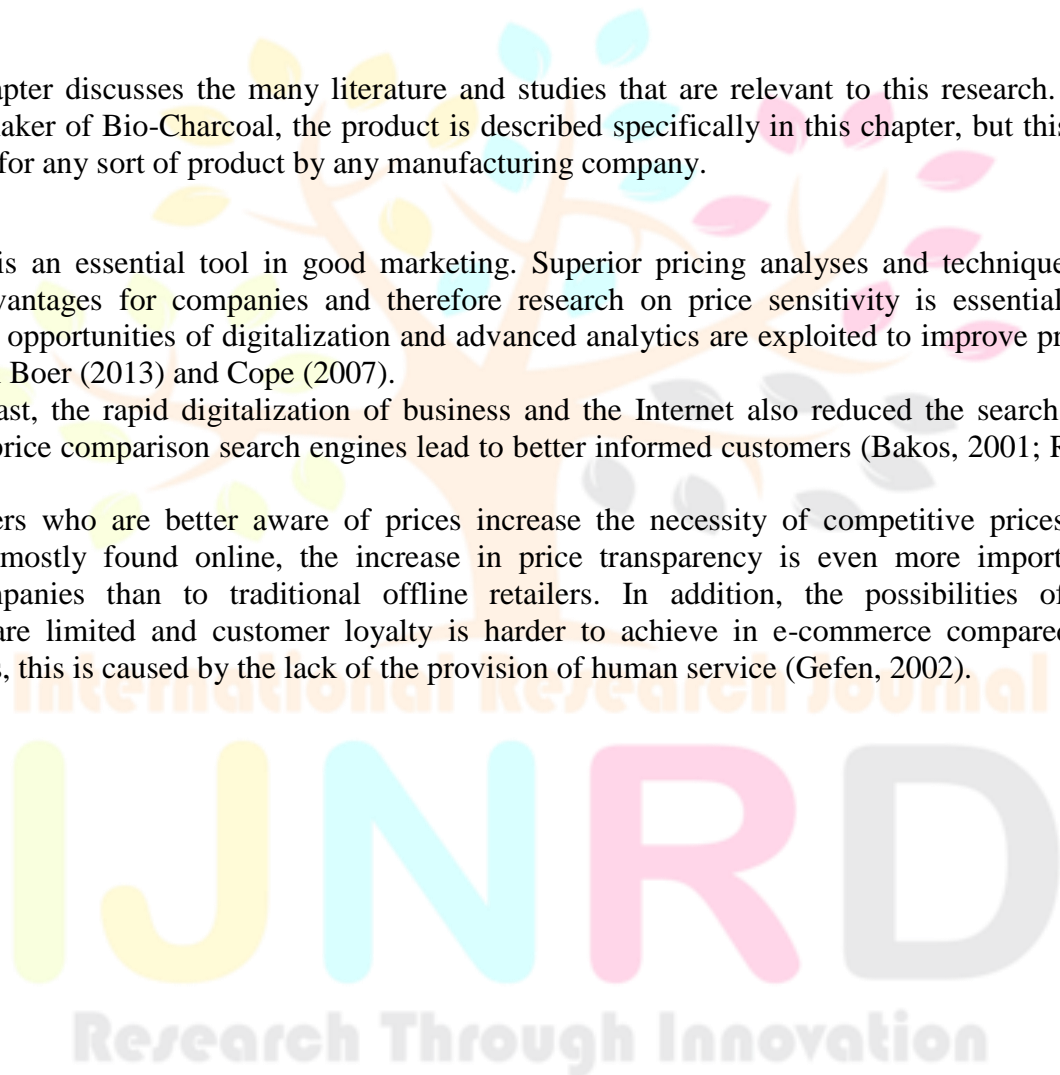
This chapter discusses the many literature and studies that are relevant to this research. Since the company is a maker of Bio-Charcoal, the product is described specifically in this chapter, but this research may be applied for any sort of product by any manufacturing company.

#### **Pricing policy:**

Pricing is an essential tool in good marketing. Superior pricing analyses and techniques lead to competitive advantages for companies and therefore research on price sensitivity is essential to these companies. The opportunities of digitalization and advanced analytics are exploited to improve pricing, see for example den Boer (2013) and Cope (2007).

In contrast, the rapid digitalization of business and the Internet also reduced the search costs for customers and price comparison search engines lead to better informed customers (Bakos, 2001; Ratchford, 2009).

Customers who are better aware of prices increase the necessity of competitive prices. As this information is mostly found online, the increase in price transparency is even more important to e-commerce companies than to traditional offline retailers. In addition, the possibilities of product differentiation are limited and customer loyalty is harder to achieve in e-commerce compared to non-Internet markets, this is caused by the lack of the provision of human service (Gefen, 2002).





In general, understanding price sensitivity necessitates an understanding of the price-quality impact. This occurs when potential customers are unable to detect the targeted nature of an item prior to purchasing it and require additional signs to assist them in making their decision, such as a brand name, a geographical origin, or inventory in support. In other words, the buyer is typically cost ignorant when confronted with another ongoing development on them. Aside from that, hence more buyers are forced to judge quality based on price, the less vulnerable they would be. Customers can inspect an item before purchasing it or infer its quality based on previous interactions with the brand. Considerations show that cost is not used as a quality indicator in these circumstances. According to the findings of the study, price information is used to infer the quality of the product, and the same cost is also used to evaluate the financial sacrifice associated with the purchase of that thing. As a result, when consumers make price-quality inferences, they consider price to be a positive aspect, reasoning that higher prices indicate quality materials, craftsmanship, and thus better quality. In order to acquire a complete understanding of price sensitivity and customer satisfaction, the researcher is describing the link between pricing, price acceptance, and willing to spend. An experiment demonstrated that client happiness has a significant impact on willingness to pay. Customers that are satisfied perceive a high exchange outcome and are willing to spend more because the outcome to input ratio is balanced. When customer satisfaction is low, customers believe that a little payment is sufficient to determine a fair transaction. This led to the hypothesis that the price buyers are prepared to pay rises in lockstep with their degree of satisfaction, and it has been demonstrated that customer contentment has a beneficial impact on willingness to pay.

In his investigation of the relationship between consumer happiness and price sensitivity, Stock discovered a negative relationship between customer satisfaction and price sensitivity. Consumers' price sensitivity is reduced when they are satisfied. Consumers are willing to pay extra for something if they appreciate it. Given that items that provide fulfilling consuming experiences are valued higher than those that do not, increased product satisfaction should reduce price sensitivity among customers. To put it another way, as customer happiness grows, the number of customers who switch to the competition in the market of a company increasing its price or competitors lowering their prices falls. When customers are unhappy with a product, a company's capacity to raise prices or force competitors to lower their prices without losing clients is harmed.

The researcher goal is to create a scale to quantify rural consumers' price sensitivity, because as marketers, we need to understand distinct demographics and their price sensitivity in order to establish an



acceptable value proposition. As a result, Stock's findings reveal that consumer satisfaction has a negative relationship with price sensitivity, but even a positively related with price tolerance and willingness to pay. The study's researcher assumed that increasing consumer satisfaction would lead to higher price tolerance and willingness to pay; nevertheless, low price sensitivity was identified. On the other side, a low level of consumer satisfaction has a positive effect on price acceptability and willing to spend, resulting in higher levels of price sensitivity.

The pricing has an impact on customer purchasing behavior and, as a result, on the firm's sales and earnings. Consumers' perceptions of quality are shaped in large part by price. Managing price to the product and their price perception is tough since price is often a quality cue, and a lower price may cause consumers to interpret the low price as a signal of poor quality. The most frequent definition of value is a trade-off or ratio between price and value. The buyer's perception of the link between price and value must be used to interpret price value. It's also worth noting that customers may be conditioned to expect bargains and be unresponsive to smaller items. In the early marketplace, especially in rural areas, there will be a component that is influenced by price. A section like this is known as a "value segment." During an inflationary time, the size of the value segment expands more. It's unwise to neglect this group, especially in developing economies, because a growing lower middle class and a severe recession might boost the segment's market value share. In terms of lowest effort beneficial and innovative estimating approaches, it has been claimed that rustic ranges in growing markets require an altered showcasing mix. One of the most essential criteria in assessing the value that a client sets on a firm is establishing a long-term relationship with them. As a result, the client's swapping behavior is a true risk to achieving a long-term relationship. Clients' trading behavior (switchers and stayers) was also discovered to be an important factor in understanding how relationships develop between clients and organizations.

Individual price affectability is a contrast variable that depicts how individual purchasers react to changes in valuation levels. Buyers' attention to what they perceive about the cost within which they will purchase a given item or service is known as value sensitivity. Every client will have a different value worthiness range, and different clients will have different cut-off points in terms of what pricing is within their grasp. Advertisers and scientists are generally aware of the concept of value flexibility. It is called as flexible request when cost changes have a proportionately greater effect on interest for a product.

Inelastic requests, on the other hand, depict the situation when cost changes have a minor impact on the request. The concept of value flexibility depicts a market fragment's overall sensitivity to value levels. Although evaluating systems and purchasers' reactions to costs have received a lot of academic attention, the vast majority of these studies have focused on the market's overall reaction, value versatility, rather than individual customer reaction.

### **Price elasticity of demand:**

The price elasticity of demand measures how sensitive the quantity sought for a product is to price fluctuations. It is one of the most important business ideas, particularly in terms of pricing and the rest of the marketing strategy.

The "law of demand," namely that the higher the price of a good, the fewer consumers will purchase, has been termed the "most famous law in economics, and the one that economists are most sure of." To predict consumer behavior economists use well-defined techniques evaluating the sensitivity of consumers to changes in price. Such techniques, pioneered by the great British economist Alfred Marshall (1842-1924) in the early part of this century, are the foundations of microeconomics. The most commonly used measure of consumers' sensitivity to price is known as "price elasticity of demand."

"Elasticity of demand may be defined as the percentage change in quantity demanded to the percentage change in price." (Marshall, A.1890)

### **Advertizing**

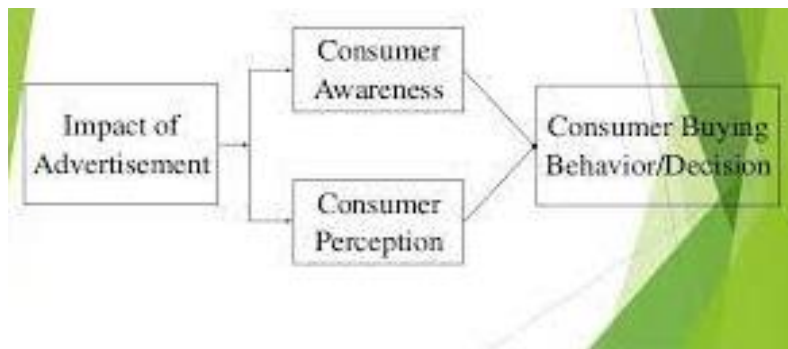
Kumar (2011) conducted a study on the impact of advertising on consumer buying behavior with special reference to Nestle Limited in India. He found that advertising and sales promotion together with the image of the company influence the consumer buying decision. He also found that the quality and price of product also influence consumer purchase of a good.

Taylor and Weiserbs (1972) conducted a study on the relationship between advertising and expenditure and aggregate consumption in America. They found that there is a simultaneous relationship



between advertising and consumption but not in a unidirectional. They concluded that advertising and consumption seem to work on each other.

Ayanwale et al (2005) conducted a study on the impact of advertisement of Bournvita on consumer buying behaviour in Nigeria. They found that advertising has major influence on consumers likeliness for Bounvita food drink.



Advertisement is a creative endeavor that influences a buyer's intention to purchase a specific thing and alters or changes the customer's mental representation of the item.

Commercial interest acts as a provider to pique the buyer's mental rationale for purchasing. The advertisement covers both common and intense interests. In sound interests, the item can be emphasized primarily on its advantages and issues that it can address, whereas passionate interests suit the purchaser's mental, emotional, and social needs.

Part of the ad's purpose is to get the word through to people who are separated by great distances. It's also used to concentrate on large groups of individuals. The importance of announcing on deal volume cannot be overstated. It has become an extremely important tool in increasing the brand's sales. Notice is inextricably linked to product offers. Client behavior is developed by advertisements, and they are inspired to purchase such things. Reiteration in the notice, according to scientists, hits the clients' mentality, which helps them remember the item and buy it again and again.

Advertising is a method of communicating with a large group of individuals. They believed that culture has a significant impact on the general public's purchasing habits because each person has unique demands and patterns as seen by their requirements. As a result, if we declare that ad resembles an enchantment, we are not lying because marketing truly modifies the needs and requirements of the general public, and it occasionally creates a need among the general public. Advertisements have a strong influence on people, and organizations are aiming to target the broader public. Businesses utilize advertising methods such as above-the-line and below-the-line to market their products. Researchers have found that media advertisements are the most successful adverts, and that consumers enjoy watching television commercials, making it an ideal platform for promoting cosmetics and fast-moving consumer products.

With the current period, there has been a notable surge in innovation, with all these innovation publicists now contemplating the number of broad communication networks and ways for correspondences that provide them with easy and rapid access to customers. Clients now have a lot of data and can receive the thing that best suits them, which is the polar opposite of this technological progress. As customers gain greater control over their possessions and data, it becomes more difficult for marketers to raise brand awareness and train customers' minds to create a particular purchasing decision.

## Types of advertising

Visual advertising, online advertising, paper advertising, and advertising with people are all examples of different types of advertising.

- Visual Advertising

Advertising that leverages digital platforms to provide or permit sponsors and advertisers amazing opportunities are referred to as visual advertising. The visual advertisement increases the companies and brand's visibility and exposure at a specific moment.

We know from studies in visual psychology that the viewer wants to see unity; if a viewer cannot find unity in a design, s/he will lose interest. We borrow the term “gestalt” from Gestalt psychology to describe this concept of visual unity and wholeness. (Amy E. Arnston, 1988)

- **Online Advertising**

Online advertising is a form of marketing or communication that makes use of the internet and especially Web to reach out to and attract customers. Online commercials include banner adverts, search engine results pages, and blogs, to name a few.

Prior online advertising studies have examined the web page background image's effect on advertising attitudes. (Bruner and Kumar, 2000)

- **Paper Advertisements**

Paper advertisements are a popular type of advertising that has been around for a long time. The primary goal of advertising is to increase the number of clients. In this instance, the advertising organization must catch the attention of the readers and stay one step ahead of competitors in order to make sure that such newspaper advertisements are effective. Newspapers, signs, and billboards are examples of paper advertisements.

As Schierhorn and Wearden explained in their article What printed formats do consumers prefer? "Some printed media formats are more accepted, or more effective than other ones."(2004)

- **Advertising with People:**

People-based advertising includes celebrity endorsement word-of-mouth advertising. Word-of-mouth advertising is a relatively ineffective means of communication. It only reaches a small percentage of the population. Word of mouth does not always transmit all of the information about a company's brand.

Sharma and Sharma (2009) conducted a study on the impact of advertising on consumer behavior in India. They studied 134 companies using fixed effect model of panel data analysis. They found that besides advertising, factors like company's brand, quality of the product and company's reputation affect sales of a company.

### **Consumer Buying Behavior:**

Adelaar (2003) conducted a study on online compact discs shopping behavior of consumers through emotional advertising in Asia. He found that impulse behavior is preceded by consumer's intention to buy impulsively the products.

Associated chambers of commerce and Industry (2013) in India, conducted a study on the impact of advertising on consumer buying behaviors. They found that high increase in consumption of cosmetics goods as a result of advertising. They also found that men on average spend more on cosmetic products than their female counterparts and attributed this increase to awareness created by the product.

Ghulan, Javana, Burham and Ahmed (2012) conducted a study on the impact of advertising on consumer buying behavior in Pakistan. They examined the relationship between environmental response and consumer buying behavior. They used 200 people in twin cities of Pakistan as their sample. They found that moderate relationship exists between the independent variables and the dependent variable. The result showed that consumers buy those brands from which they are emotionally attached.

Nawazish and Ahmed (2015) conducted a study on the impact of advertising on consumer buying behavior in Pakistan. They examined how emotional responses are generated, after watching effective advertisement they persuaded consumers purchasing behavior. They used 300 sample subjects for this study. They found that the environmental response and sensory stimulated activities represented in the advertisement has influence and can even change the buying behavior of consumers. They found that emotional and environmental responses have significant impact on consumer buying behaviors.



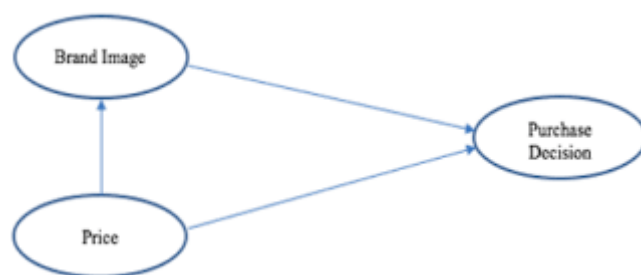
The most now and again said result of the promoting procedure is a fulfilled client, with numerous meanings of advertising fusing this imperative showcasing idea. It has been for quite some time perceived in showcasing thought and practice as a focal idea and critical objective of all business exercises, a noteworthy statistical surveying firm expresses that consumer loyalty is the way to achievement and puts forth the unequivocal expression that a fulfilled client is a rehash client.

The shopper fulfillment is for the most part understood to be a post-utilization assessment subject to saw nature of significant worth, desires, and affirmation/disconfirmation degree (assuming any) of disparity amongst real and expected quality. Buyer fulfillment can be defined as the customer's "response to the evaluation of the clearly evident disparity between a few comparisons (e.g. desires) and the apparent execution of the item" at the item level. The company discovered that high satisfaction levels in both products and services result in less vulnerability to competitors in the market, greater levels of re - purchase, and greater gross margins.

According to Blackwell, Engel & Miniard (2006), there is three major determinants of satisfaction, which are:

- a) Product performance;
- b) Consumption feelings; and
- c) Expectations.

Consumer views of the product's performance throughout consumption are an important driver of satisfaction. If there are extenuating circumstances, poor performance and bad consuming experiences almost always guarantee that customers will be disappointed with the product. Consumption can produce a range of emotions with varying degrees of favorability and intensity. The emotions felt during consuming play an essential role in determining satisfaction. Positive emotions increase satisfaction, whilst negative emotions decrease it. Consumers have expectations about the product and the consumer experience. Furthermore, consumers' interpretations of the consumer experience can be influenced by their expectations. Consumers are more willing to create good perceptions of a product after consumption if they have higher expectations. Aside from that, expectations may be influenced by the product's cost. A price increase usually means higher expectations for the product's performance..



Customers' pricing expectations and sensitivity are influenced by customer demographical traits as well as prior prices when it comes to price sensitivity. Significant differences in customers' price sensitivity occur across service/product categories, according to consumers. However, basis of gender, age, relationship status, occupation, education, and level of income, the researched hypotheses on price sensitivity were rejected in his study. This leads to the conclusion that customers' demographic background has no statistically significant impact on their price sensitivity levels in the mobile service category.

In conclusion, past studies have discovered substantial correlations between consumer satisfaction and demographic variables. However, there were disagreements in price sensitivity and demographic characteristics among customers. As a result, the researchers utilized demography factors as one of the independent variables, with components such as age, sex, relationship status, level of education, level of



income, and employment, to conduct an exploratory data analysis of due to demographic factors toward price sensitivity and demographical factors toward consumer satisfaction, with a focus on electrical appliances on the market.

Other than this, lifestyle is one of the things ads can sell. In fact, ads not only offer goods and services but also offer images and the lifestyle. As a result, consumers get to discover new lifestyles, images and trends from advertising. (Haider & Shakib 2017, Pollay & Mittal 1993; Burns 2003)

### **Consumer Awareness:**

Consumer awareness is the process of ensuring that a buyer or customer is informed about brands, products, services, and consumer protection laws. Buyers need to be well-informed in order to make the greatest decision and choices feasible.

Personal income as a part of economic conditions has been found as a decisive factor for the buying behavior where the level of income is a predictor for environmental awareness in correlation with the person's attitudes (Junaedi 2012)

The failure to choose a specific alternative could be demonstrated due to a lack of awareness and knowledge (Shen et al. 2013)

### **Consumer perception:**

A customer's impression, awareness, or understanding about a firm or its offerings is referred to as consumer perception in marketing.

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)

### **Company Profile**

It has been situated in Bangalore, India; "Greenmine" is a quickly developing maker, exporter, and supplier of premium quality Bio Charcoal Briquettes. They take into account lodgings, local clients, and shisha bars in India. What's more, their supply additionally stretches out to outside business sectors like Europe, the Middle-East, and the USA.

Satisfactory structures house the machine shop, authoritative pieces, stores, and different offices.

Green mine Exporters in house creation office comprises of most present day machines.

The organization has its own vehicle framework, to guarantee entryway conveyance to its customers, on time, and to meet pressing prerequisites.

This was an activity to set up not a business action, but rather likewise a stage to achieve an improvement. In a world brimming with enterprises that burp out contamination, and fill the universe with dangerous items, here was a scope of characteristic items that supplemented the client, as well as got a more advantageous environment. This movement was an endeavor to bring the general population into a safe place, furthermore add to the normal riches, as the items are nontoxic, regular, and biodegradable.

Bio Charcoal is manufactured by converting agricultural waste into energy-dense fuel briquettes. It's an environmentally friendly, renewable, and sustainable alternative to coal, wood, and other non-renewable energy sources. The product, or bio charcoal as we call it – the fuel of the future – is, of course, the heart and soul of Green mine. . Bio charcoal, also known as Bio coal Briquettes, is a type of coal briquette created by converting organic (horticultural) waste into a high-thickness, high-demand concentrated fuel briquette. It is an eco-friendly, inexhaustible, and maintained substitute for coal, wood, and other non-sustainable power sources because it is biological by nature.

Charcoal is a fantastic material made from the heated transformation of several types of biomass in an anoxic environment. In the wasteful group loss of motion chambers, the best offer of the general charcoal sum is supplied. As a result, investing in a top to bottom charcoal generation preparatory investigation for

process simplification is critical. A mechanical test of charcoal formation in a constant up-and-coming response is done in this review. They went with a mechanical question with an abnormal level of robotization and process control. The counter is linked to a continuous monitoring system that records and saves the process parameter value. Aside from the procedure control parameter estimations, the contamination of the charcoal generating plant must be taken into account, as this organization frequently faces opposition to its natural execution. Air quality measurements at the creation office site are used to determine air pollution. The trial was bought because a mechanical office with best-in-class innovation provided an opportunity to analyze the charcoal industry's ability to be viable players in the sustainable power source market.

In general, the discovery of charcoal coincided with the expansion of vitality-concentrated business foundations, such as glass production and metal purification, because no other vitality source could generate enough warmth at the time. These industries grew swiftly, and they were followed by a widespread use of biomass and wild wood leeway. Several ranges encountered a faster growing business than the availability of the vitality asset. This necessitates a speedy transition from charcoal to petroleum-based products. From biodegradable garbage collected by local waste collection agencies to hardwood, biomass can be utilized. The use of biodegradable trash for the manufacture of substantial materials and energy is highly recommended in order to meet the goals of reducing the amount of land filled with biodegradable waste and avoiding asset scarcity. Charcoal is supplied in a carbonization solution with a modest loss of mobility. Traditionally, charcoal is manufactured in small, simple group type furnaces with extremely limited parameter management and control. The Lambaste and SIFIC prepares were developed in the mid-1940s as the best charcoal creation advancements. This is a continuous carbonization handle in which the answer is consistently loaded with wood from the top while carbonization occurs downstream. The cooked charcoal is sucked out of the bottom. The process is self-sufficient in terms of energy, obtaining its primary heat from the combustion of gasses caused by the loss of motion. The gases pass via a condenser and are then blown into the counter's base, where they chill the crisp charcoal while preheating the gases. This technology allows for far greater process control and the production of charcoal more efficiently and with higher yields than traditional batch methods. This leads to the conclusion that, as interest in charcoal production grows, this type of technology must be assessed in terms of environmental performance.

The stack is organized into four wooden stakes that are roped together. Dirt and straw are used to seal the logs, keeping air from entering. It must be lit by adding sufficient consuming fuel in the stacks; the log consume slowly and eventually transform to charcoal after 5 days. Extra soil is placed on the breaks in case the dirt covering is damaged (broken) by the fire. Once the consumption is complete, the chimney is turned off to prevent air from entering. The actual art of this creative technique is dealing with the correct era of warmth (by combusting a piece of the wood substance) and its transport to wood components during the carbonization process. The massive number of harmful emissions to human and animal health and the environment is a major drawback in this generation method (discharges of un-burnt methane). The old strategy's production is poor due to fractional combustion of wood fuel. The qualities of the charcoal provided are determined by the substance that has been smoldering. The temperature at which the meat is roasted is also crucial.

Charcoal Biomass Briquettes were utilized in the production of "Nepal." Cooking and keeping warm was possible thanks to the scorching of free biomass. The main biomass generation facility, which was built in 1982, generated approximately 900 metric tons of biomass. Processing units that integrated previously inconceivable advances in production and briquette nature were built in 1984.

They combined Rice Husks (the outermost layer of paddy grain) with Molasses (refining sugarcane or sugar beets into sugar). In 2000, the King Mahindra Trust for Nature Conservation (KMTNC) and the Institute for Himalayan Conservation (IHC) used an unusual moving machine to create a blend of coal and biomass.

In 1925, Japan began researching new ways to harness the energy of sawdust briquettes, often known as "Ogalite." Japan doubled its production between 1964 and 1969 by integrating shaft and cylinders press technology. There was an 830 person part-time venture in the 1960s. These machines, along with revolutionary compaction techniques, produced the greatest briquettes than any of those produced in

Europe. As a result, European countries purchased the official statements and are now producing Japanese composing machines.

Sufficient structures house the machine shop, regulatory pieces, stores and different offices. Greenmine Exporters in house creation office comprises of the most present day machines.

This was an activity to set up not a business action, but rather likewise a stage to achieve an improvement. In a world brimming with enterprises that burp out contamination, and fill the universe with dangerous items, here was a scope of characteristic items that supplemented the client, as well as got a more advantageous environment. This movement was an Endeavour to bring the general population into a safe place, furthermore add to the normal riches, as the items are nontoxic, regular, and biodegradable.

Bio Charcoal is manufactured by converting agricultural waste into energy-dense fuel briquettes. It's an environmentally friendly, renewable, and sustainable alternative to coal, wood, and other non-renewable energy sources. Biochar, as we call it, is a fuel that knows no limitations.

The complete self of Green mine, obviously, is item. Bio charcoal or Bio coal Briquettes, as the name recommends is a kind of coal briquette made by changing over organic (farming) squander into a high thickness likewise, imperativeness concentrated fuel briquette. Being an organic by item it is an eco-accommodating, inexhaustible and supported substitute for coal, wood, and other ordinary non-sustainable fills.

Consumers are those in which the buying behavior of the products towards the charcoal briquettes towards "GREENMINE INDUSTRIES PVT LTD". Where the products have been produced by the company which should be promoted well

in the market to the improvement of society. The customers in which the items are been created in the execution to the acquirement in the person in the worry to the general public. The value affectability in which the business ought to be advantageous to the customers so that the buyers can purchase the items and it will achieve the others, shoppers, as well. It is to see how we can examine the merchandise and how we are devouring it to the market. The items which have been delivered by the business ought to be known to the retailers with the goal that they can make the items can be executed to the general public. Purchasers are the key players where they will survey the items in the general public. The items are so advantageous to the purchasers where the items can be utilized as a part of various ways. The procedure shoppers experience when they make a buy and the components that impact their choices. Shoppers experience to make a buy and it comprises of few stages. They look for the best item to fulfill their necessities. There is a certain process where they can come through about the products, so when the consumers are to be known about the products they can be easily executed properly to which the concern to the variable products in the organization. This contextual analysis manages first comprehension buyer inclinations In fuel and stove traits, better implementation of existing ranger service and charcoal controls, decreased administrative obstacles for enlisting new briquette business, focused on assessment exceptions and extensions of utilization to new mechanical and different purchasers. The state in which the business is improving should be elevated to the wider populace in terms of available assets in order to strengthen the things. An advertiser needs to make an uplifting state of mind in the customer's mind keeping in mind the end goal to draw in them in examination with the contender's items. Continuously the association ought to continue drawing in the purchasers by new thoughts of the items so that the conservative worry in the improvement in the business will get a larger amount. Shoppers will demonstrate their disposition towards the item with the goal that we have to persuade them in the great way to which the items must be known to the advertisers. They enhance the general public was the improvement in the association in the accessibility in the market to which the retailers will worry about it in the items. It is a method by which people express their feelings or attitudes concerning various products, thoughts, workouts, and protests in their environment.

The purpose of the research is to learn more about how customers express their feelings about a product when they purchase it from a business. In terms of customer behavior, a state of mind is a predictable negatively or positively sensation that a customer or prospect experiences as a result of an evaluation of an item's promotions, sign, worth, retail outlet, and distributor, sales representative, advertisement, promotion, and so on; the protest being, an item's offers, check, worth, retail outlet, and distributor, sales representative, advertisement, promotion, and so on. As we previously know, consumer behavior reveals the range of individual income in the economic process of organizational development..



The health consequences of wood fuels have typically been focused on the effects of their intake. Indoor air pollution (IAP) is a serious concern due to the high amounts of smoke and particle matter emitted during wood fuel combustion. It has been documented that IAP from wood fuel ignition causes respiratory illness in large numbers of women and children throughout the manufacturing scene. However, little is recognized about the health risks that charcoal producers confront during the extraction and manufacturing processes. Dose-response studies have demonstrated, for example, that paralysis, the process used to manufacture charcoal, emits significant amounts of gaseous by-products such as carbon monoxide, sulfur dioxide, and others, all of which are known to be lethal to humans at low concentrations. Producers in rural areas are known to operate near high-temperature kilns that produce these very toxic chemicals, putting them at danger of poisoning. Furthermore, the use of primitive instruments may result in minor or serious injuries, which might be fatal in rural areas with minimal medical resources. In scholarly writing and official reports, the working circumstances of charcoal makers are referred to as risky authorities and research publications alike note such 'hazards' in passing.

Extensive child labor, gender inequities in education and production outputs, extreme price volatility, often at the hands of merchants, and the lack of possibility for poverty alleviation in present production systems are all indicative of social risks. Despite the fact that the charcoal business has a high risk of exploitation and safety hazards due to a lack of regulation, no studies have looked into the health and social issues associated with the production of this critical fuel.

Expected reliance on charcoal, despite significant efforts to establish reliable fuel and electricity infrastructure, should raise several concerns about the company's long-term viability, not only in terms of its economic value, but also in terms of the proper management of forest resources and the livelihood opportunities of those most involved in producing this fuel.

Contextual analyses of charcoal distribution networks in other Sub-Saharan African countries have found huge pledges by these enterprises to employ large numbers of people from cities and provinces who would otherwise be unemployed. While it may be a profitable business for some, certain key individuals who are vital to its continued existence often earn low wages and suffer additional challenges when compared to its peers who have more economic, political, and social capital.

The goal of this study is to discover the social and environmental consequences that rural charcoal manufacturers in India, one of the world's developing nations, face.

Surveys and interviews with key stakeholders will influence future efforts by the government and non-profit organizations to reduce these effects. Current efforts in Sub-Saharan Africa to mitigate the negative impacts of the charcoal business by increasing electricity and using more refined products are based on an assumption from the traditional power ladder model.

This paradigm has been defended by American countries, which believe that as household incomes in developing countries rise, household power will deviate significantly from biomass (cow manure, wood, and charcoal) and toward fuels higher on the energy "ladder," with each rung corresponding to a different energy source and homes only consuming one fuel at a time.

However, research has recently achieved a deeper understanding of these phenomena, notably in SSA, and researchers are now arguing against the notion that has led so many government and aid groups in their efforts to spread modern fuels.

Consumers all over the world gravitate toward brands and products that are emotionally linked to their activities. According to studies, people tend to associate themselves with brands, and emotional links have a substantial impact on customers' purchasing decisions. The greatest way to attract clients is to understand their psychological and cognitive aspects.

## Charcoal Briquette Machine's



Charcoal Briquette Machine's (Fig.1)

**Products provided by the company:**

1. INDUSTRIAL CHARCOAL



Industrial Charcoal (Fig. 2)

Green mine briquettes are ideal for large-scale burning due to their cost-effective and consistent size. Our pollution level of bio-charcoal is also substantially lower than that of common wood charcoal due to its high calorific value, which is directly proportional to efficiency.



## 2. HOTELS CHARCOAL





Hotels Charcoal (Fig. 3)

Coal is a cooking commodity that differs from barbeque charcoal in that it is used more frequently in hotels and restaurants and the product is required in larger quantities and sizes.

Green mine makes two types of charcoal briquettes that are used differently in grills and stoves. Reduced ash content as well as being eco-friendly with zero chemicals come to the fore in both the economic use of charcoal as well as increased heat output, which are both crucial for the comes to the fore with reduced ash content as well as being eco-friendly with zero chemicals..

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### 3. BARBEQUE CHARCOAL



Barbeque Charcoal (Fig. 4)

This product is smaller in size and can be carried easily in small bags for household use.

It's always fun to have a quiet backyard picnic with friends and family. By employing charcoal, the Green Mine Charcoal enhanced the risk to your health while making your backyard cookout more cost-effective. The barbeque, which has a longer burn time and even heat dispersion than lump charcoal, and, of course, charcoal to cook with.

#### 4. SHISHA CHARCOAL



Shisha Charcoal (Fig. 5)

For smoking pot, shisha coal is utilized. A pipe that allows you to smoke flavored tobacco.

When using charcoal with a shisha, form is more important than mixture. Because of its robust exterior and inherent ability to burn for longer periods of time than most other types of conventional charcoal, our bio charcoal briquettes make an excellent Shisha coal. When used indoors, the lack of odor is obviously a big bonus.

## 5. TAILOR-MADE CHARCOAL



Tailor-made Charcoal (Fig. 6)

This is utilized by the textile industry, particularly for stitching clothing and ironing them with a charcoal iron box, which is known as Charcoal Iron by tradition, and there is a caste in India that solely does this labor.

Our machines allow us to change the shape, size, and variations in the nature of the charcoal from quick to slow burning, as well as the content of the charcoal, which we believe is a bigger strength than any of the aforementioned uses. All of this and more may be adjusted to match your specific needs, ensuring that you never run out of bio-charcoal briquettes.

### Commitment of the Company:

- Product customization based on customer requirements.
- Delivering a high-quality product.
- Strict Quality Assurance.
- Customer satisfaction is important.
- Reasonably priced.
- Machineries that is well-equipped.
- Maintaining a close relationship with the customer.

**These are the companies who manufacture same kind of products in India**

### Contenders:

#### 1. SIVAKUMAR ENTERPRISES PRIVATE LIMITED

Sivakumar Enterprises was founded in 2004 and became a private limited company in the beginning of 2011. SEPL (Sivakumar Enterprises Private Limited) is a leading manufacturer and distributor of high-quality hard wood charcoal and charcoal briquettes. Our hard wood charcoal has a wide range of applications in Ferro Alloys, Chemical Industries, and as a heating fuel in the Battery Industry, among others.

The Charcoal created and exchanged by us will have showcasing esteem in India (particularly in



Meghalaya, West Bengal and Orissa) and Bhutan Recently we have built up our coir making unit in the mechanical center point of Pollachi region, our plant is situated in Anamalai 14km from Pollachi and there we are delivering coir fiber, coir essence and twisted coir rope.

Being a modern endeavor, whose exercises and procedures posture characteristic potential dangers, SEPL is aware of the need to safe monitor the earth and to secure the wellbeing and soundness of both our representatives and inhabitants of the encompassing groups. We are similarly dedicated to supreme quality in our items and administrations we offer.

## 2. APTEXIM

Apt Exim, which was established in 2010, is a prominent manufacturer, exporter, distributor, and trader of environmentally friendly items including such Barbeque Equipment, Safety Matches, Charcoal, Devotional Items, and Areca Leaves Plates, among others. We are proud of our center quality associates from various backgrounds, good logistics, finance, vital organizations with partnerships, and labor quality with a worldwide perspective. Our ability to use our strengths and skills across the whole network of retail has resulted in a compelling solution for our service users.

The establishment and enhancement of our customer relationships are aided by the integrated implementation and scheduling of our supplying from the bottom up.

### Features of the product:

- In many aspects, its characteristics make it significantly superior to conventional energy sources. The following is an example of the same:
- Environmentally friendly - Not only is the input (reusing agricultural waste) environmentally friendly, but so is the output.
- • Odorless and free of sculpture - unlike coal, Bio Charcoal has no odor and no remaining chemicals to inhale.
- Made entirely of agricultural waste and without the use of any chemical binders, this energy is as natural as it gets.
- Pollution-free - Even the conversion of agricultural waste to solid fuel is pollution-free.
- No smoke - When burning Bio charcoal Briquettes, no smoke is produced and no ash is discharged.
- Economical - The demand is ideal due to the utility of each unit. Furthermore, the briquettes' small size reduces transportation, loading/unloading, and storage costs. They may also tolerate lengthy distances while maintaining quality.
- High Utility - Bio Charcoal burns faster than coal because it has a lower ignition temperature. Furthermore, the briquettes are pillow-shaped with sharp edges, making them easy to light, as well as being denser and containing less moisture than loose Bio coal and firewood.
- Greater Efficiency - All of this contributes to maintaining a steady heat temperature..

### Marketing strategies presently utilized by the company

- Since the product charcoal it cannot be telecasted as advertisement in television advertisement but the product is advertised in Industrial magazines.
- Billboards, especially in industrial regions, usually provide a restricted quantity of information.
- The company's website URL makes it simple for customers to contact them and learn more about the company.
- Advertisement on social media for the coal they use for outdoor cooking, grilling, and barbecuing.

## Pricing policy presently utilized by the company

### Odd even pricing

Various explanations are offered for the widespread use of odd pricing. One explanation is that customers see an odd price as being much cheaper than it actually is in relation to the nearest round figure. That is, customers see a price of \$4.99 as being closer to four dollars than nearly five dollars. It is believed that this illusion of much cheaper products triggers an enhanced buyer response (Boyd & Massy 1972)figure. Thus when a price is \$4.99, a consumer will recall that the price is \$4.00, and then maybe that it is \$4.90, but rarely that it is exactly \$4.99. The reason offered for not instead rounding \$4.99 to \$5.00 is based on memory processing time. Odd even pricing (also price ending, charm pricing) is a pricing strategy based on the theory that certain prices have a psychological impact. It is designed to influence the psyche of the customers and attract them to buy (Sahaf 2013) the intention of odd even pricing is to make the price appear considerably lower than it is.

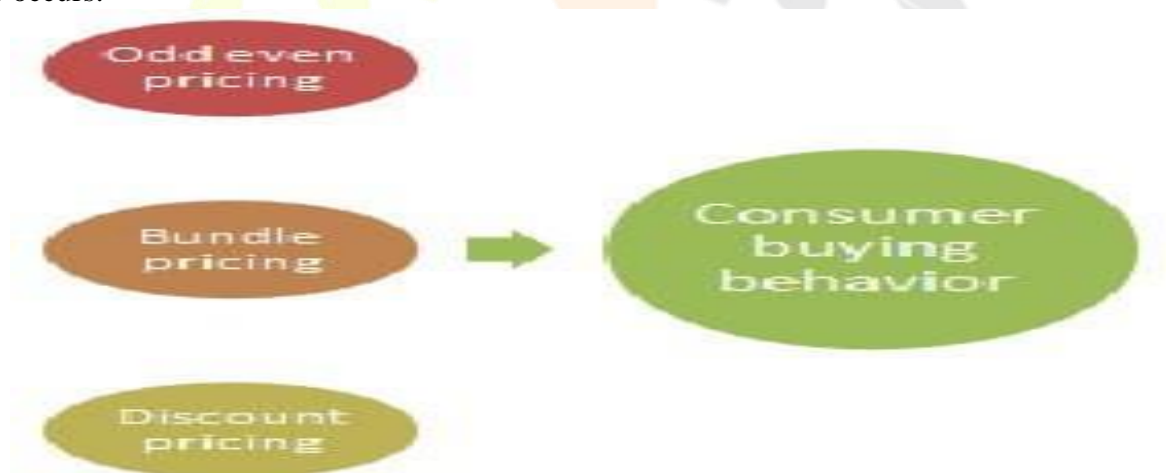
### Bundle pricing

Product bundle pricing is a pricing strategy in which several products, services, or any combinations of them are presented to the customers as a single package with a single price. Some research papers have been published so far which are devoted to different aspects of bundle pricing. Linde (2009) studied and compared three pricing strategies (bundling, versioning and windowing) in the field of movies. Ancarani (2002) described and analyzed the role of internet to present bundles of information goods using online tools. Furthermore, Simon and Butscher (2001) demonstrated that profitability could increase 10% to 40% using bundle pricing.

### Discount pricing

Gedenk (2002), has explained the short term and long term effects of promotional pricing to a firm. According to his view, in the short run the consumers are switching to the particular store which offers promotional prices. And also, the consumers are switching to the brands which are engaged in promotional pricing frequently. And new customers are generated through this strategy. And promotional pricing accelerate the purchases and ultimately it contributes to the firm to generate higher profits.

In the long run, the brand loyalty is created through price promotions and ultimately the loyalty for the store occurs.



## Identified customers of this product per country

### Developing Countries

The Legacy Foundation has created a set of solutions for artisanal production of biomass briquettes which can be used for cooking and heating in rural areas. Virunga National Park in eastern Democratic Republic of Congo has recently undertaken these techniques, following the catastrophic obliteration of the Mountain Gorilla natural environs for charcoal. Pangani, Tanzania, is a coconut-forested region. The original people will throw the husks on the soil after collecting the coconut meat, considering them to be useless. Coconut husks became a beneficial focus after it had been recognized that they may be used as the primary fixing in bio briquettes. This alternate energy blend smolders eerily well and leaves very little residue, making it the perfect hotspots for cookery in underdeveloped nations.

The evolving scene has traditionally relied on smoldering biomass due to the low efforts and availability anywhere where there is organic substance. Briquette manufacture merely improves on the existing technique by boosting paralyse productivity (decay realized by high temperatures).

China and India are two prominent divisions of the developing world. Because of substandard methods for bridging power and emitting a lot of carbon dioxide, the financial elements are rapidly expanding.

The Kyoto Protocol sought to govern the three universes' discharges, but disagreements arose about which countries should be fined for pollution based on previous and future outflows. Although the USA has been the top emitter, China has lately overtaken the US as the largest emitter per capita.

## Developed Countries

The America had transported a substantial amount of carbon dioxide throughout their journey, and poorer countries claim that they must not be forced to agree. On the other hand, developing countries believe they bear little responsibility for the rise in carbon dioxide levels.

In India, the great majority of briquettes produced are utilized in mechanical applications, particularly for the delivery of steam. The CDM (Kyoto Protocol), that permits clients to get co2 emissions, is used by the majority of such businesses.

Because biomass briquettes can be made locally, bio fuels have started to replace charcoal as a kettle fuel in India, particularly in the country's southern areas. As a result, if local gasoline wells can be easily moved, ever-increasing fuel prices will be less appealing in an economy.

Lehra Fuel Tech Pvt Ltd, which has been certified by the Indian Renewable Energy Development Agency (IREDA), is a major briquetting machine manufacturer based in Ludhiana, India.

GVEP (Global Village Energy Partnership) is leading the charge in promoting biomass briquette commodities and briquette companies in the three Great Lakes countries of Kenya, Uganda, and Tanzania. This was accomplished through DEEPEA, a five-year project funded by the EU and the Dutch government (Developing Energy Enterprises Project East Africa)

Coal is the largest carbon dioxide transmitter per unit energy when it comes to electricity generation. It is the most well-known charcoal component. Biomass has being pushed as a late replacement for fossil fuels. By substituting organic material for this non - renewable sources resource, flame broilers' carbon footprint would be reduced, as well as global pollution.

The scope of the work involves enhancing combustion performance as well as creating generating office tactics.

## SWOT Analysis:

SWOT analysis (strengths, weaknesses, opportunities, and threats) is a framework for assessing a company's competitive position and developing strategic plans. Internal and external elements, as well as existing and future possibilities, are all evaluated in a SWOT analysis.

### STRENGTH:-

- Eco-Friendly product.
- Genuine quality of the product.
- The products are more durable than wood and charcoal
- Less smoke emitted from the product.

### WEAKNESS:-

- Available quantity of raw material is less.
- High cost of Labor.
- Limited production of production.
- Not much advertising.



**OPPORTUNITY:-**

- Less competition in the market because of limited competitors.
- More demand for product in market.
- Fast growing company.

**THREATS:-**

- No support from government.
- Flotation of prices of raw materials.
- Credit sales for industrial usage.
- Importing of machinery.

**PESTEL** analysis is a framework or methodology that marketers use to study and track macro-environmental (external marketing environment) elements that affect a firm, organization, or industry. It investigates the external environment's political, economic, social, technological, environmental, and legal elements. Threats and weaknesses are identified using a PESTEL study, which is then employed in a SWOT analysis.

**Political:** Because the product will be subject to sales tax + GST, Indian government policies have increased tax and regulation (Goods and services tax).

**Economic:** Due to the pandemic, labor availability is reduced, and labor costs are higher than usual, affecting consumer income and company changes in the economic environment.

**Social:** Demographics (age, gender, race, and family size); consumer's attitude, opinions, and buying habits; population growth and occupation patterns; socio-cultural shifts; ethnic and religious trends; and living standards are all factors to consider.

**Technological:** The product's manufacturing machinery is imported from China, and it is a novel technique of creating goods and services.

**Environmental:** Because raw materials for product production are becoming increasingly scarce, this element is critical. Pollution targets in the vicinity of the manufacturing site also result in carbon footprint targets.

**Legal:** Health and safety, equal opportunities, advertising requirements to ensure that the product reaches the consumer, consumer rights and legislation, product labeling, and product safety are all elements to consider.

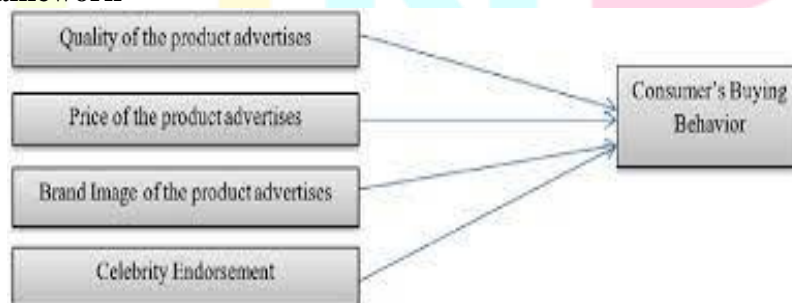
**Conceptual Framework**

Fig. 1 Conceptual Framework

There is a scarcity of research on buying decisions in the product area under consideration. Consumerism is about people's preferences for particular products, brands, or companies over others, and we strive to understand why they do so in order to evaluate the activities performed by the industry's actors. The research investigates whether greater advertising intensity leads to increased or decreased customer price sensitivity to the amount of advertised brand consumed and consumed. It supports conventional administrative wisdom that better advertisement enable the company to set a greater price while losing fewer sales than it would otherwise. Consumers' purchasing decisions are influenced by their demographic background, purchase observations, and sentiments toward products or brands. This study was conducted to

learn more about the factors that affect customers' purchasing decisions, as well as the differences among three groups of customers (steers, satisfied buyers, and disappointed buyers) within a company, and it discovered that shoppers' purchasing decisions are influenced by seven variables. These variables include center specialized features, post-purchase administrations, value, installment circumstances, peripheral determinations, physical appearance, esteem included elements, as well as availability and portability. There is only one substantial difference among satisfied and disappointed clients, however: cost and payment situations.

Advertisers are currently cantering customers to see which option they prefer. The most crucial function of the organization is to accumulate information about customers in order to keep an eye out for them. As a result, advertising will be more effective in satisfying customer wants and needs, and will search out new market opportunities. Experts say that in order to deliver better service to their customers, advertisers need to grasp these four things. Customers make objective selections in order to receive the best product currently on the market, and marketing must recognize this right away. Clients are also prone to making irrational decisions, being exceedingly imprudent, and being attracted into limited-time activities. Emotional attachment has a comparable effect on clients' thinking. Lastly but not least, buyers buy to solve problems, looking for products that can help them solve their issues.

The study's purpose is to develop a scale for evaluating price sensitivity among rural consumers, because knowing different categories and their price sensitivity can help marketers establish acceptable value propositions.

### **Framework of the Study:**

Consumer behavior is predictable from consumer attitude, when they want to purchase a brand of product. Attitude according to Smith and Swinyard (1983) as cited in Ghulan, Javana Burhan, Ahmed (2017) is acquired behavior disposition. Adelaar et al (2003) suggested that behavior is a result of emotional response, which is affected by three independent factors namely, pleasure arousal and dominance. Goldsmith and Lafferty (2002) argued that these appear when consumer watches an advertisement about the brand and then eventually willing to purchase it.

Advertising is a subset of promotion mix which is one of the 4 P's in the marketing mix, comprising product, price, place and promotion. Advertising is a promotional strategy used in creating product awareness in the minds of consumer to take purchasing decision (Latif & Abideen, 2011). It is a communication tool used by marketers. Advertising influences individual's attitudes, behavior and life style. It is one of major source of communication tool between the producer and the user of product. For a company product to be a well-known brand, they must invest in their promotional activities especially advertising (Hussein et al, 2008). Latif and Abideen (2011) argued that advertising have the potential to contribute to brand choice among consumers.

Advertising was defined by Arens (1996) as a communication process, marketing process, economic process, social process, a public relations process or an information and persuasion process. Dunn and Barban (1987) defined advertising as a paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform persuade member of a particular audience. Morden, 1991 (as reported in Zainul-Abideen (2012) opined that advertising message is to establish a basic awareness of the product or service in the mind of the potential consumer and to build up knowledge about it. Advertising as a promotional strategy provides a major tool in creating product awareness and condition the mind of a potential consumer to decide finally on what to buy (Ayanwale et al, 2005; Adelear, Chang, Lanchndorfer, Lee & Morimoto, 2003) Advertising is a non-personal and paid form where ideas, concepts, products or services and information are promoted through media by an identified behavior (Ayanwale et al, 2005; Bovee, Thill; Dorel & Wood, 1995). Advertising by television enable message of advertising to reach wide variety of audience or consumers and is one of the best advertising medium especially of goods and services, organizations, idea etc.

## CHAPTER 3

### METHODS OF THE STUDY

#### Research Design

Descriptive Research, which combines quantitative data with qualitative data to offer you with relevant and accurate information, was used to examine the impact of advertisement and price sensitivity on customer buying behavior in a broad and comprehensive way. Descriptive research can include collections of quantitative data that can be tabulated along a continuum in numerical form, such as test scores or the number of times a person uses a particular feature of a multimedia program, or it can describe categories of data, including such gender or patterns of communication when using technology in a group situation.

Descriptive research involves gathering data that describe events and then organizes, tabulates, depicts, and describes the data collection (Glass & Hopkins, 1984).

The goal of descriptive research is to describe a phenomenon and its characteristics. This research is more concerned with what rather than how or why something has happened. Therefore, Survey tools are often used to gather data (Gall, Gall, & Borg, 2007).

Descriptive quantitative research can be used in response to relational questions of variables within the research. “Quantitative researchers seek explanations and predictions that will generate to other persons and places. The intent is to establish, confirm, or validate relationships and to develop generalizations that contribute to theory” (Leedy and Ormrod, 2001). The findings from quantitative research can be predictive, explanatory, and confirming.

This documentary method is widely regarded as the most efficient way to do descriptive research. It entails the gathering of both qualitative and quantitative information. Quantitative observations require the collection of numerical data, but qualitative observations do not require the monitoring of numerical measurements.

Documentary research method refers to the analysis of documents that contains information about the phenomenon we wish to study (Bailey 1994).

The documentary research method is used in investigating and categorizing physical sources, most commonly written documents, whether in the private or public domain (Payne and Payne 2004).

Documentary products are especially important for the ethnographer, providing a “rich vein for analysis” (Hammersley and Atkinson, 1995: 173).

Documentary research is often conducted by social scientists to assess a set of documents for historical or social value, or to create a larger narrative through the study of multiple documents surrounding an event or individual.

#### Participants of the Study

##### **Advertizing on Consumer Buying Behavior:**

To obtain accurate data questionnaires were filled by customers on Online marketing site like Amazon and Flipkart as a feedback questionnaire and social media.

There are 151 participants who answered the questionnaire totally from Amazon and Flipkart. These participants are regular costumers of the product and order the product frequently online.

##### **Pricing policy on Consumer Buying Behavior:**

The questionnaire was prepared by using Google Docs application. The survey questionnaires were distributed to more than 1000 participants, 433 responses were received from participants with 43.3% response rate. The survey is emailed to many people via social media e-mails, WhatsApp, twitter, and Facebook

The COVID-19 pandemic outbreaks and associated restrictions have made it impossible to conduct face-to-face surveys. When movement regulations are in place, online surveys have proven to be a viable alternative that can be balanced with face-to-face activities. This knowledge can be applied in the future to ensure that survey logistics provide a variety of options for getting data from selected persons in person or via the internet.



**Instrumentation:****Instrument Used:**

This study used an online survey method to collect information and data from customers on online buying platforms such as Flipkart, Amazon, and the company website using a questionnaire instrument and on Social Media Platforms. The poll is open to all customers who make purchases through this online platform. Gender, age, and occupation were included in the questionnaire, as well as questions about advertising and consumer buying behavior in the Greenmine Industry.

**Validation of Instrument:**

There is no need of validation of the instrument because the online survey was conducted by the Company in online shopping app Flipkart and Amazon and Social Networks by company on its own source of experts and the data was documented.

**Data Gathering Method:**

- **Primary Data :-**

There has been no primary data collected because the information was gathered from company documents, the data was pre-recorded and analyzed to be documentary data as noted under secondary data.

- **Secondary Data :-**

The Secondary data are been passed through statistical process. It is collected from company records, documentary, journals, company websites and online survey on Amazon and Flipkart and Social media Platforms.

**Statistical Treatment of Data:****Chi Square Test**

It is used to detect whether categorical data indicates interdependence or independence between two classifications. When categories are used, it can also be used to conduct comparisons between theoretical and actual populations.

This can be used to examine the Statement of Problem, such as consumer knowledge, perception, and response after using a durable product, as well as to determine how the product affects the consumer financially.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

**Formula for Chi-Square**

The subscript “c” is the degrees of freedom. “O” is your observed value and “E” is your expected value. It’s very rare that you’ll want to actually use this formula to find a critical chi-square value by hand. The summation symbol means that you’ll have to perform a calculation for every single data item in your data set. As you can probably imagine, the calculations can get very, very, lengthy and tedious. Instead, you’ll probably want to use technology:

- Chi Square Test in SPSS.
- Chi Square P-Value in Excel.

**SPSS:** It is mostly employed in the following areas: healthcare, marketing, and educational research, and is used by market researchers, health researchers, survey businesses, academic researchers, governments, marketing organizations, data miners, and many more.

It analyzes data for descriptive statistics, numerical outcome forecasts, and group identification. This software also includes capabilities for data processing, charting, and direct marketing to help you manage your data effectively.

An online questionnaire is used to collect quantitative data. Company has prepared a questionnaire and a set of questions that were asked to the intended participants. Excel and SPSS are used to provide a descriptive

analysis. After a questionnaire is written and completed, a pilot study, and exploration study were conducted and sent it to people to critique it through online Platforms.

The chi-square distribution (also called the chi-squared distribution) is a special case of the gamma distribution; A chi square distribution with  $n$  degrees of freedom is equal to a gamma distribution with  $a = n / 2$  and  $b = 0.5$  (or  $\beta = 2$ ). Let's say you have a random sample taken from a normal distribution.

H0: There is no relationship between advertisement and consumer behavior.

H1: There is a relationship between advertisement and consumer behavior.

The data collected from the respondents was entered into SPSS to assess the various components and the variables' dependability.

The samples will be determined and categorized into Dependable and undependable consumer after analyzing the samples questionnaire.

This research will use descriptive quantitative method to analyze the responses of the participants.

In treatment of survey, all responses were being held confidential to safeguard consumer privacy that includes the following:

1. That the respondents are voluntarily participating in the survey.
2. The purpose and the procedure of the survey is explained and understood by the participants.
3. The participants have the right to stop at any time or not answer the question.



## CHAPTER 4

### PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

#### Advertising on Consumer Buying Behavior

The documentary data which was collected by company in an online questionnaire survey from the consumers on Flipkart and Amazon will be presented, analyzed and interpreted as follows in form of tables as there are 25 questions in the questionnaire with the frequency of consumer response and the way it is related to the statement of problem of this study.

#### Statement of Problems:

**What is the profile of the consumers in terms of gender age and occupation?**

**Table 4.1:** Table showing Gender of the respondents

	Frequency	Percent	Cumulative Percent
Male	79	52.3	52.3
Female	72	47.7	100.0
Total	151	100.0	

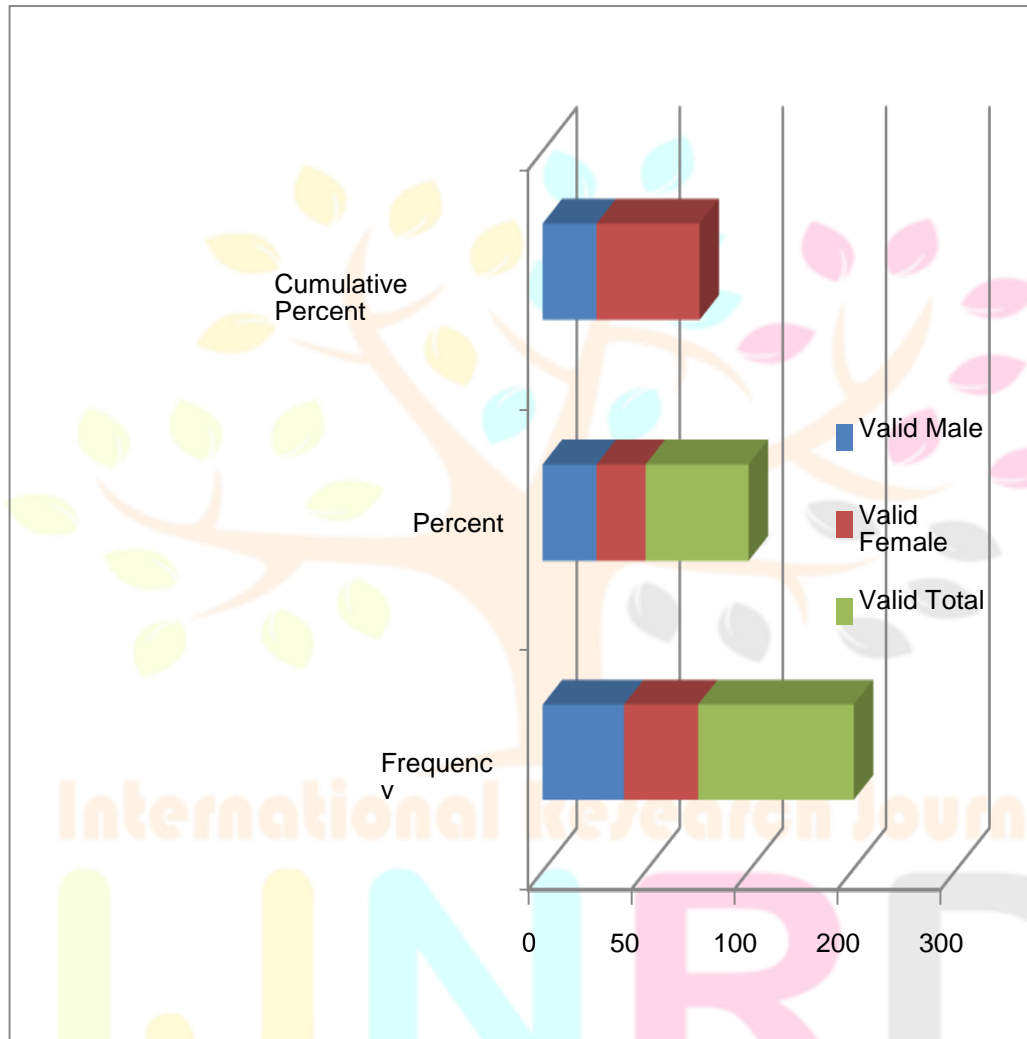


**Analysis:**

From the above table 4.1, 52.3 % of the respondents are Male. 47.7% of the respondents are female.

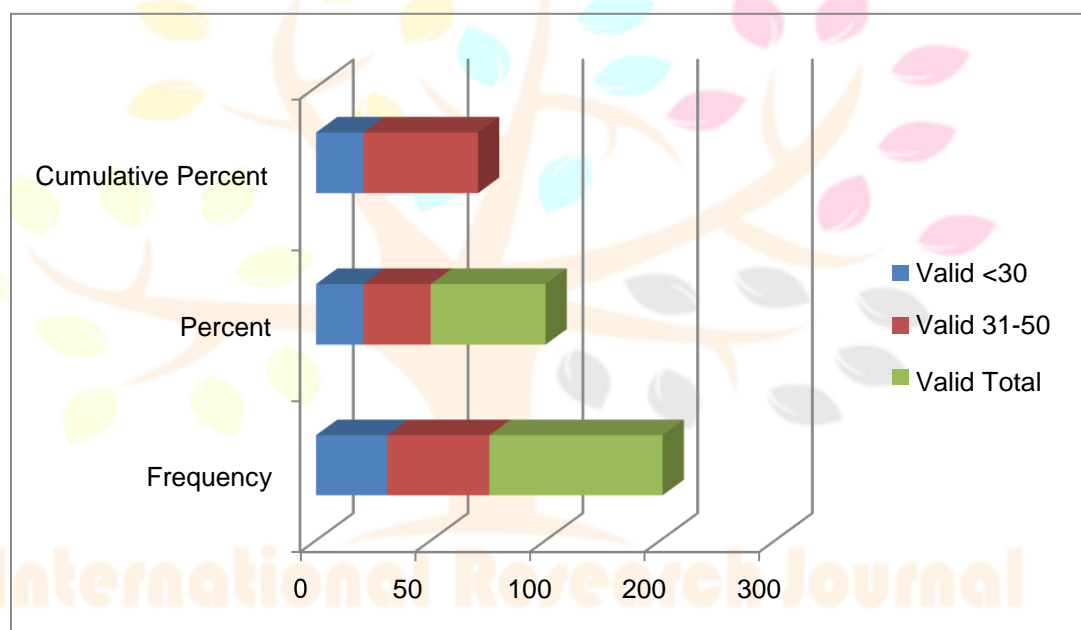
**Inference:**

In conclusion majority of the respondents 52.3% are male. From this we get to know that the majority of the consumers are male, so that in future the company should concentrate on female consumer by creating more consumer awareness through advertising and ensure that advertizing attract more of female consumers.



**Table 4.2:** Table shows Age of the respondents.

	Frequency	Percent	Cumulative Percent
<30	62	41.1	41.1
31-50	89	58.9	100.0
Total	151	100.0	



**Analysis:**

From the above table 4.2, 58.9% of respondents are aged between 31-50years. 41.1% are aged below 31years.

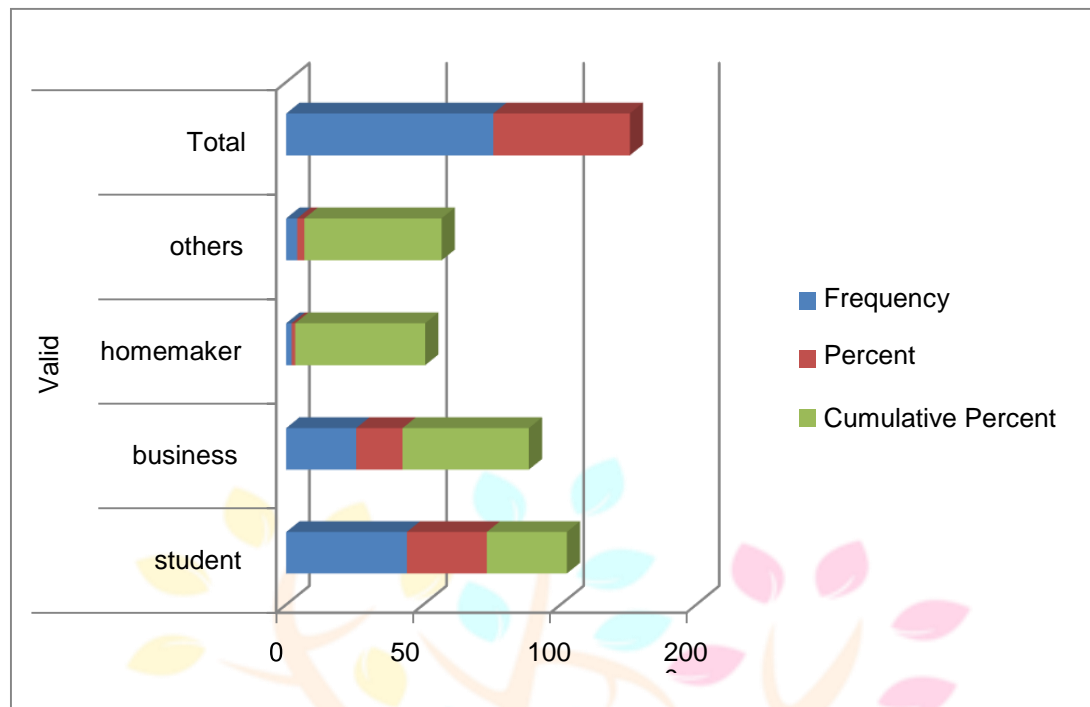
**Inference:**

In conclusion majority of the respondents, 58.9% are aged between 31-50years and 41.1% of respondents are aged below 30 years. From this table we understand how advertisement influences personally so in future the company should concentrate on consumers from all age groups by creating consumer awareness.

**Table 4.3:** Table showing occupation of the respondents

	Frequency	Percentage	Cumulative Percent
student	88	58.3	58.3
business	51	33.8	92.1
homemaker	4	2.6	94.7
others	8	5.3	100.0
Total	151	100.0	





#### Analysis:

From the above table 4.3, 58.3% of respondents are students, 33.8% of respondents are business people. 5.3% of respondents are others, 2.6% of respondents are homemakers.

#### Inference:

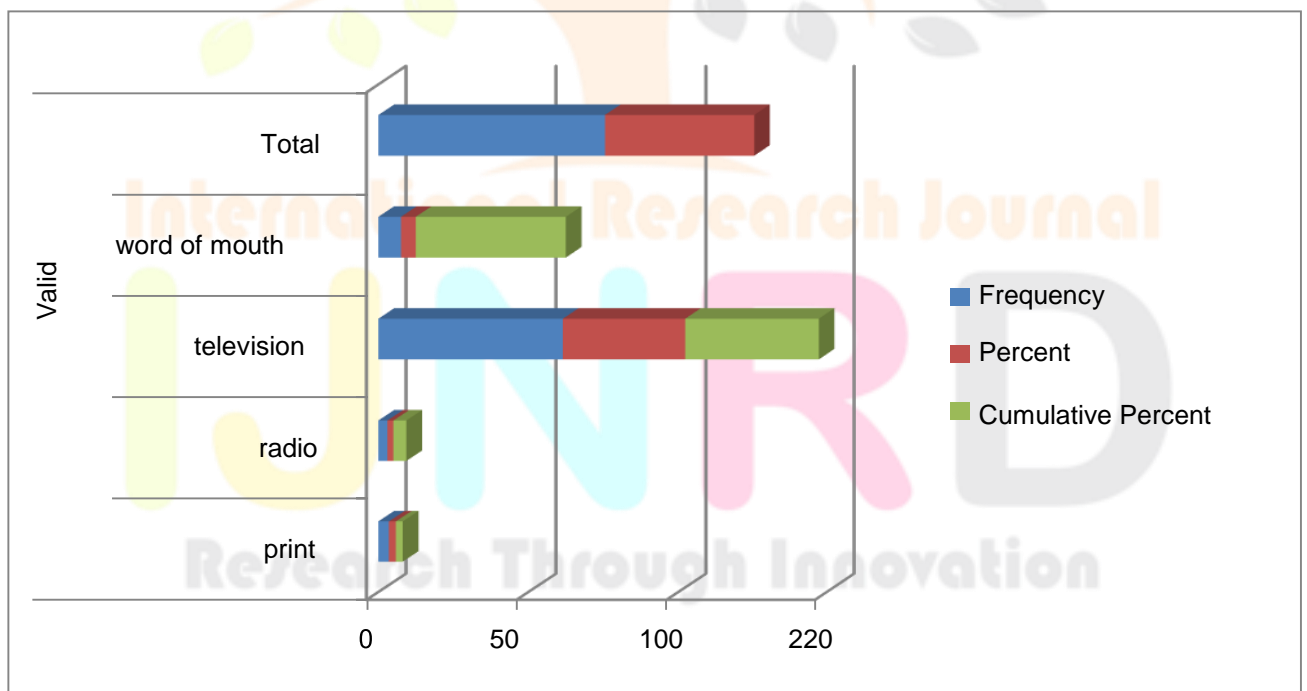
In conclusion majority of the respondents, 58.3% of respondents are students, 33.8% of respondents are business, 5.8% respondents are others, 2.6% of respondents are homemakers. From this table we understand how the advertising is influencing personal factor regarding occupation where more of the consumers are students. So in future the company should find a way to promote the product from different means of advertisement.

#### Which media get attention of consumers?

**Table 4.4:** Table showing which advertising media get consumer attentions?

	Frequency	Percent	Cumulative Percent
Print	7	4.6	4.6
Radio	6	4.0	8.6

Valid	Television	123	81.5	90.1
	word of mouth	15	9.9	100.0
	Total	151	100.0	



	Which media gets your attention?
Valid N	151
Missing	0
Mean	2.97
Std. Deviation	.571

**Analysis:**

From the above table 4.6, 81.5% of the respondents optioned television is the intention for media, 9.9% of respondents optioned as word of mouth is the intention for media, 4.6% of the respondents optioned as print is the intention for media, 4.0% of the respondents are optioned as radio is the intention for media.

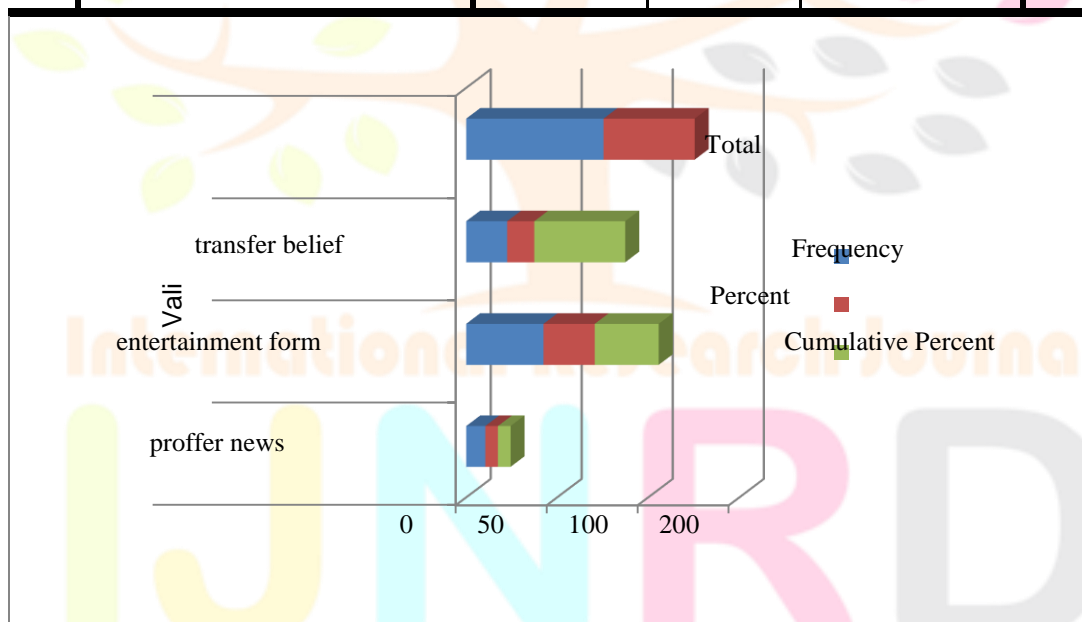
**Inference:**

In conclusion 81.5% of the respondents are optioned as television is the intention for media and 9.9% of the respondents optioned as word of mouth. From the table it can infer that value of Mean is 2.97 and Std. Deviation is 0.571. From this table we understand that most of the respondents are optioned as television in the intention for media and it explains how advertisements influencing buying motives, and buying decision.



**What the respondents perceive the functions of advertising?****Table 4.5:** Table showing function of advertising

	frequency	Percent	Cumulative Percent
proffer news	21	13.9	13.9
entertainment form	85	56.3	70.2
transfer belief	45	29.8	100.0
Total	151	100.0	



	What is the function of Advertisement?
Valid	151
N	
Missing	0
Mean	2.16
Std. Deviation	.644

**Analysis:**

From the above table 4.7, 56.3% of the respondents are said entertainment form is the function of advertisement, 29.8% of the respondents are said transfer belief is the function of advertisement, 13.9% of the respondents are said proffer news is the function of the advertisement.

**Inference:**

In conclusion 56.3% of the respondents are said entertainment form is the function of advertisement and 29.8% of the respondents are said transfer belief is the function of advertisement. From the table it can infer that value of Mean is 2.16 and Std. Deviation is 0.644. From this table we understand that most of the respondents said entertainment form is the function of advertisement and it explains how advertisements influencing buying motives, and buying decision.

**What is the relationship between respondent's perceptions on advertisements of their gender, age and occupation?****STATISTICAL TOOL: CHI-SQUARE TEST**

In order to assess the relationship between the chosen demographic factors and various factors identified for the purpose of the study. The Pearson Chi square test has been conducted.

**Table 4.6.1****Table showing Chi Square Results for gender**

Gender with which Media gets your intention (Question 1)			
	Value	Df	Asymp. Sig. (2-sided)

Pearson Chi-Square	35.403 <sup>a</sup>	3	.005
Likelihood Ratio	3.782	3	.286
Linear-by-Linear Association	1.066	1	.302
<b>Gender with function of Advertisement (Question 2)</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	41.498 <sup>a</sup>	2	.015
Likelihood Ratio	.217	2	.897
Linear-by-Linear Association	.133	1	.715

**Inference:**

**Question 1:** It is evident from Table 4.6.1; the Pearson Chi square value is 35.403 with 3 degrees of freedom with a p value of 0.06. We can accept null hypothesis in case of Gender with Question 1, which means there is no significant relationship between Gender of the respondents and the Media gets your intention.

**Question 2:** It is evident from Table 4.6.1; the Pearson Chi square value is 41.498 with 2 degrees of freedom with a p value of 0.15. We can accept the alternate hypothesis in case of Gender with Question 2, which means there is a significant relationship between Gender of the respondents and the function of advertisement.



**Table 4.6.2****Table showing Chi square results for age**

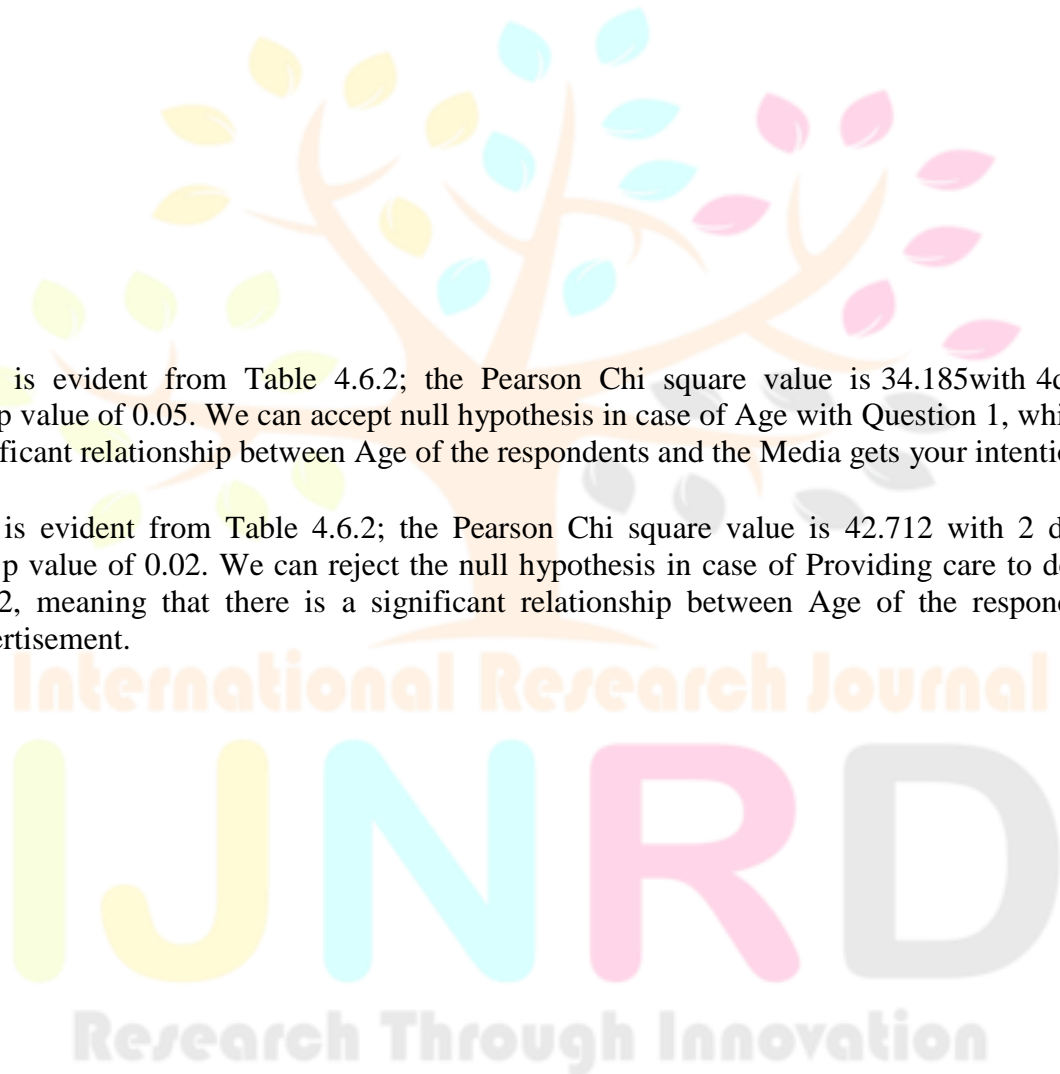
<b>Age with Media gets your intention (Question 1)</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	34.185 <sup>a</sup>	3	.005
Likelihood Ratio	3.585	3	.310
Linear-by-Linear Association	.730	1	.393
<b>Age with function of Advertisement (Question 2)</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.712 <sup>a</sup>	2	.002
Likelihood Ratio	.614	2	.736

Linear-by-Linear Association	.304	1	.581
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### Inference:

**Question 1:** It is evident from Table 4.6.2; the Pearson Chi square value is 34.185 with 4 degrees of freedom with a p value of 0.05. We can accept null hypothesis in case of Age with Question 1, which means there is no significant relationship between Age of the respondents and the Media gets your intention.

**Question 2:** It is evident from Table 4.6.2; the Pearson Chi square value is 42.712 with 2 degrees of freedom with a p value of 0.02. We can reject the null hypothesis in case of Providing care to dependents with Question 2, meaning that there is a significant relationship between Age of the respondents and function of advertisement.



**Table 4.6.3****Table showing Chi square results for occupation**

<b>Occupation with Media gets your Attention (Question 1)</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	42.410 <sup>a</sup>	5	.000
Likelihood Ratio	19.428	9	.022
Linear-by-Linear Association	2.240	1	.135
<b>Occupation with Function of Advertisement (Question 2)</b>			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	55.768 <sup>a</sup>	6	.007
Likelihood Ratio	4.706	6	.004
Linear-by-Linear	1.734	1	.188



**Inference:**

**Question 1:** It is evident from Table 4.6.3; the Pearson Chi square value is 42.410 with 5 degrees of freedom with a p value of 0.000. We can reject the null hypothesis in case of Occupation with Question 1, meaning that there is a significant relationship between Occupations of the respondents and Media gets your attention.

**Question 2:** It is evident from Table 4.6.3; the Pearson Chi square value is 55.768 with 6 degrees of freedom with a p value of 0.007. We can accept null hypothesis in case of Occupation with Question 2, which means there is no significant relationship between Occupation of the respondents and function of advertisement.

**Pricing policy on Consumer Buying Behavior****Population and Sample Size**

"The sample size was calculated to guarantee a sufficient number of respondents in each subgroup. Thus, the following formula has been used to estimate the population sample size.

$$\text{Minimum Sample Size (n)} = \frac{t^2 \cdot p \cdot (1-p)}{m^2} \quad (1)$$

Where:

n = required sample size (minimum size)

t = Confidence level at 95% (standard value of 1.96)

p = Estimated fractional population of subgroup (1,220,655) m = Margin of error at 5% (standard value of 0.05)

After we apply the above equation the required sample size is 385. The questionnaire was prepared by using Google Docs application. The survey questionnaires were distributed to more than 1000 participants, 433 responses were received from participants with 43.3% response rate. The survey is emailed to many persons via social media e-mails, WhatsApp, twitter, and Facebook.

Furthermore, reliability and validity have been tested by using coefficient of "Cronbach's Alpha" which gave satisfactory results after applying it on each group and section in the questionnaire separately, and then applying it again on the entire questionnaire.

The results were as summarized in the table (1):

Table 4.7 Reliability and Validity of data  
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.682	.625	20

No of Items	Reliability Cronbach's Alpha	Validity = $\sqrt{\text{Reliability}}$
20	.682	.826

Knowing that a reliability coefficient of .70 or higher is considered "acceptable" in most social science research situations. Here in this case is almost .70 which will be acceptable.

For the purpose of interpreting and discussing the results of statistical analysis of data collected, the researchers will be relying on (the length of cells of the scale) which represents the range of cells to Likert scale divided by the number of cells of the scale ( $5-1=4$ ) ( $4/5 = 0.80$ ). (0.80) is then added to the lowest value in the scale, which is equal to (1) to determine the upper limit for the first cell, and thus became the standard length of the cells as follows:

Table 4.8 The length of cells

Strongly Agree	5 - 4.20
Agree	4.19 - 3.40
Neutral	3.39 - 2.60
Disagree	2.59 - 1.80
Strongly disagree	Less than 1.80

The following tables show the frequencies and percentages used to identify the characteristics of the study sample:

**What is the significant difference on consumer response and pricing policy based on consumer age, gender, marital status, occupation and income level?**

Table 4.9 Distribution of participants according to age variable  
Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Under 25	97	22.4	22.4	22.4
25-34	195	45.0	45.0	67.4
35-44	107	24.7	24.7	92.1
45-54	27	6.2	6.2	98.4
55 or older	7	1.6	1.6	100.0
Total	433	100.0	100.0	

#### Analysis:

It is clear from most from (25-34) which followed with 24.7%,

table 4.9 that participants are age with 45% by (35-44) age while the least

percentage was (55 or older) with only 1.6%.

**Inference:**

This table explains the majority of the respondents are from age 25-34 where the purchasing the price influences personal factor directing as per age.

Table 4.10 Distribution of participants according to gender variable

Gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	362	83.6	83.6	83.6
	Female	71	16.4	16.4	100.0
	Total	433	100.0	100.0	

**Analysis:**

From table 4.10, it is shown that male was the majority of participant with 83.6% while the female was the rest.

**Inference:**

This table explains the majority of the respondents are male where the purchasing the price influences personal factor directing to gender.

Table 4.11 Distribution of participants according to marital variable

Marital Status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	107	24.7	24.7	24.7
	Married	326	75.3	75.3	100.0
	Total	433	100.0	100.0	

**Analysis:**

While in marital status the married participants were the majority with 75.3% as it is shown in table 4.11.

**Inference:**

This table explains the majority of the respondents are married where the purchasing the price influences personal factor directing to marital status.

Table 4.12 Distribution of participants according to qualifications variable

Qualifications		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	high school	100	23.1	23.1	23.1
	Diploma	95	21.9	21.9	45.0
	Bachelor	191	44.1	44.1	89.1
	Higher education	47	10.9	10.9	100.0
Total		433	100.0	100.0	

**Analysis:**

Table 4.12 mentioned that bachelor degree holders were the majority of participants with 44.1% followed by high school holders with 23.1% while 10.9% of participants were higher education holders.

**Inference:**

This table explains the majority of the respondents bachelor degree holders are where the purchasing the price influences personal factor directing to qualification.

Table 4.13 Distribution of participants according to monthly salary variable

Monthly Salary		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10000 or less	266	61.4	61.4	61.4
	more than 10000	167	38.6	38.6	100.0
Total		433	100.0	100.0	

**Analysis:**

This table explains the majority of the respondents monthly salary is 10000 or less are where the purchasing the price influences personal factor directing to monthly salary.

**What is the relationship between pricing policy and buying behavior?**



Table 4.14 a. Dichotomy group tabulated at value 1.

## Ranking Frequencies

		Responses		Percent of Cases
		N	Percent	
Ranking	Price	136	30.5%	31.4%
	Quality	234	52.5%	54.0%
	Brand	23	5.2%	5.3%
	Design	53	11.9%	12.2%
Total		446	100.0%	103.0%

**Analysis:**

Table 4.14 shows that quality and price are significant factors that influence purchase intention. 52% of the respondents prioritize the quality and 30% of them prioritize the prices. It also shows that brand and design are less significant factors that influence consumers' purchase decision as 11% of the respondents prioritize the design and only 5% of them prioritize the brand. Based on this result, the first hypothesis is accepted. There is a positive relationship between prices and consumer buying behavior.

**Inference:**

This table explains the majority of the respondents responded that quality and price are significant factors that influence purchase intention where majority opted quality and second majority opted price.

Table 4.15 Odd pricing strategy

Odd Pricing strategy	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Std. Deviation
	Count	%	Count	%	Count	%	Count	%	Count	%		
When buying, the way of writing the prices (such as 13.99 SR) attracts me to buy?	71	16.4%	167	38.6%	68	15.7%	79	18.2%	48	11.1%	2.69	1.255
I prefer to buy products that have odd prices (such as SR 19,29, ETC)	67	15.5%	138	31.9%	103	23.8%	80	18.5%	45	10.4%	2.76	1.219
I can save money when buying products that have odd prices like 23,21	66	15.2%	148	34.2%	105	24.2%	70	16.2%	44	10.2%	2.72	1.201
Total											2.72	

**Analysis:**

Table 4.15 shows that the respondents have neutral response towards the questions of Odd pricing strategy as the total mean value for the responses is (2.72) which is positioned in the third category of the five point Likert scale (Neutral Scale).

**Inference:**

This table explains the majority of the respondents towards the questions of Odd pricing strategy as the total mean value for the responses where the purchasing the price influences physiological factor.

Table 4.16 Bundle Pricing strategy

Bundle Pricing strategy	Strongly disagree	Disagree	Neutral	Agree	Strongly agree	Mean	Std. Deviation
-------------------------	-------------------	----------	---------	-------	----------------	------	----------------

	Count	%	Count	%	Count	%	Count	%	Count	%		
Products have bundle offers (Buy one and other free) attract me to buy more	172	39.7%	191	44.1%	45	10.4%	19	4.4%	6	1.4%	1.84	.881
Products have bundle offers ( Buy one and get gift) attracts me to buy products	122	28.2%	203	46.9%	74	17.1%	24	5.5%	10	2.3%	2.07	.938
Total											1.95	

**Analysis:**

Table 4.16 shows that the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses is (1.95) which is positioned in the fourth category of the five point Likert scale (Disagree Scale).

**Inference:**

This table explains the majority of the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses where the purchasing the price influences physiological factor.

Table 4.17 Bundle Pricing strategy

Bundle Pricing strategy	Greenmine bio char		2 unbranded bio char	
	Count	%	Count	%
If both the below options cost the same. Which option do you prefer?	349	80.6%	84	19.4%

**Analysis:**

Table 4.17 shows that respondents prefer to buy branded rather than bundle of two unbranded product. 80% of the responses support the first choice which shows that brand is a significant factor that influence purchase intention.

**Inference:**

This table explains the majority of the respondents prefer to buy branded rather than bundle of two unbranded product where the purchasing the price influences physiological factor.

Table 4.18 Discount Pricing strategy

Discount Pricing strategy	Strongly disagree		Disagree		Neutral		Agree		Strongly agree		Mean	Std. Deviation
	Count	%	Count	%	Count	%	Count	%	Count	%		
I may buy fake products just because their prices are lower than the originals	46	10.6%	159	36.7%	89	20.6%	69	15.9%	70	16.2%	2.90	1.262
Low prices of products increase my willingness to buy them	179	41.3%	190	43.9%	31	7.2%	21	4.8%	12	2.8%	1.84	.951
I prefer to buy my needs during sales seasons	197	45.5%	161	37.2%	51	11.8%	21	4.8%	3	.7%	1.78	.885
I always drive a bargain when buying a product	137	31.6%	175	40.4%	73	16.9%	33	7.6%	15	3.5%	2.11	1.045
Total											2.15	

**Analysis:**

Table 1.18 shows that the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses is (2.15) which is positioned in the fourth category of the five point Likert scale (Disagree Scale).

**Inference:**

This table explains the majority of the respondents have disagree responses toward the bundle pricing strategy as the total mean value for the responses where the purchasing the price influences physiological factor.

The researchers refer the above mentioned results to either of the following reason:

- Respondents are currently better aware of the marketing strategies than they do few years ago.
- Most of the respondents are well educated (hold bachelor degree)
- Most of the respondents are rational and aware that such strategy is used by sellers to make the price more attractive, utilize consumers' desire and enhance their profitability

The following tables are related to the second hypothesis in this paper: There is a statically significant difference between the responses of respondents about the three pricing strategies (odd even pricing, bundle pricing, and discount pricing) due to demographic variables (Age, gender, Marital Status, qualifications, and monthly salary).

Table 4.19 Age- related differences in response to the three pricing strategies  
ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Odd	Between Groups	37.805	4	9.451	.983	.416
	Within Groups	4114.204	428	9.613		
	Total	4152.009	432			
Bundle	Between Groups	19.080	4	4.770	1.901	.109
	Within Groups	1074.037	428	2.509		
	Total	1093.118	432			
discount	Between Groups	57.407	4	14.352	1.823	.123
	Within Groups	3369.470	428	7.873		
	Total	3426.878	432			

**Analysis:**

The ANOVA test shows that there is no difference between the responses of individuals “due to age” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05 (.983, 1.901 and 1.823).

**Inference:**

It concludes that there is no difference between respondents from individual age as the Odd pricing is .983, Bundle pricing is 1.901 and Discount pricing strategy is 1.823 in F value which should be less than 0.05. So all 3 pricing strategy works on the product despite of age.

Table 4.20 Gender- related differences in response to the three pricing strategies  
Group Statistics

Gender ( Q:51)	N	Mean	Std. Deviation	Std. Error Mean
Odd Male	362	8.3343	3.11308	.16362
Female	71	7.3521	2.91841	.34635
Bundle Male	362	3.9254	1.52993	.08041
Female	71	3.8028	1.87936	.22304
discount Male	362	8.6160	2.71327	.14261
Female	71	8.7042	3.31402	.39330

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.813	.368	2.455	431	.014	.98214	.40007	.19581	1.76847
Equal variances not assumed			2.564	103.729	.012	.98214	.38305	.22251	1.74178
Bundle Equal variances assumed	5.418	.020	.593	431	.553	.12260	.20662	-.28352-	.52871
Equal variances not assumed			.517	89.088	.606	.12260	.23709	-.34849-	.59369
Discount Equal variances assumed	7.441	.007	-.241-	431	.810	-.08820-	.36597	-.80751-	.63110
Equal variances not assumed			-.211-	89.316	.833	-.08820-	.41836	-.91943-	.74302

**Analysis:**

The Independent- Samples T Test shows there is no difference between the responses of individuals “due to gender” about the bundle and discount pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.606 and .833) while there is a statistically difference between the responses of individuals “due to gender” about the odd pricing strategies as the values of T test sig. (2 tailed) are less than 0.05. which is (.012).

**Inference:**

It concludes that there is no difference between respondents from individual age as the Odd pricing is .606, Bundle pricing is .833 and Discount pricing strategy is .012 in T test value which should be less than 0.05. So all 3 pricing strategy works on the product despite of gender.



Table 4.21 Marital- related differences in response to the three pricing strategies

**Group Statistics**

Marital Status		N	Mean	Std. Deviation	Std. Error Mean
Odd	Single	107	8.2991	3.11180	.30083
	Married	326	8.1319	3.10004	.17170
Bundle	Single	107	3.9159	1.67738	.16216
	Married	326	3.9018	1.56388	.08662
discount	Single	107	8.7103	2.77798	.26856
	Married	326	8.6043	2.83275	.15689

**Independent Samples Test**

	Levene's Test for Equality of Variances		t-test for Equality of Means						
	F	Sig.	T	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
								Lower	Upper
Equal variances assumed	.008	.927	.484	431	.629	.16716	.34571	-.51233-	.84666
Equal variances not assumed			.483	180.073	.630	.16716	.34638	-.51632-	.85064
Equal variances assumed	.384	.536	.079	431	.937	.01405	.17743	-.33469-	.36279
Equal variances not assumed			.076	170.584	.939	.01405	.18384	-.34885-	.37694
discount Equal variances assumed	.039	.844	.337	431	.736	.10599	.31412	-.51141-	.72338
Equal variances not assumed			.341	183.721	.734	.10599	.31103	-.50766-	.71963

**Analysis:**

The Independent- Samples T Test shows there is no difference between the responses of individuals “due to Marital Status” about the three pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.630, .939 and .734)

**Inference:**

It concludes that there is no difference between respondents from individual age as the Odd pricing is .630, Bundle pricing is .939 and Discount pricing strategy is .734 in T test value which should be less than 0.05. So all 3 pricing strategy works on the product despite of marital status.

Table 4.22 Qualifications- related differences in response to the three pricing strategies

**ANOVA**

	Sum of Squares	df	Mean Square	F	Sig.
Odd Between Groups	183.999	3	61.333	6.631	.000
Within Groups	3968.010	429	9.249		
Total	4152.009	432			
Bundle Between Groups	17.098	3	5.699	2.272	.080
Within Groups	1076.020	429	2.508		
Total	1093.118	432			
discount Between Groups	106.316	3	35.439	4.579	.004
Within Groups	3320.561	429	7.740		
Total	3426.878	432			

**Analysis:**

The ANOVA test shows that there is no difference between the responses of individuals “due to qualifications” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05. (6.631, 2.272, and 4.579)

**Inference:**

It concludes that there is no difference between respondents from individual age as the Odd pricing is 6.631, Bundle pricing is 2.272 and Discount pricing strategy is 4.579 in F test value which should be less than 0.05. So all 3 pricing strategy works on the product despite of marital qualifications.

Table 4.23 Monthly salary- related differences in response to the three pricing strategies

## ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Odd Between Groups	82.635	1	82.635	8.752	.003
Within Groups	4069.374	431	9.442		
Total	4152.009	432			
Bundle Between Groups	1.600	1	1.600	.632	.427
Within Groups	1091.518	431	2.533		
Total	1093.118	432			
discount Between Groups	43.377	1	43.377	5.525	.019
Within Groups	3383.501	431	7.850		
Total	3426.878	432			

**Analysis:**

The ANOVA test shows that there is no difference between the responses of individuals “due to Monthly salary” about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test Are more than 0.05.(8.752, .632, and 5.525).

**Inference:**

It concludes that there is no difference between respondents from individual age as the Odd pricing is 8.752, Bundle pricing is .632 and Discount pricing strategy is 5.525 in F test value which should be less than 0.05. So all 3 pricing strategy works on the product despite due to Monthly salary.

**CHAPTER 5****SUMMARY CONCLUSIONS AND RECOMMENDATIONS****Summary of Findings:****Advertizing on Consumer Buying Behavior**

- We find majority of the respondents 52.3% are male.
- We find majority of the respondents, 58.9% are aged between 31- 50years and 41.1% of respondents are aged below 30 years.
- We find majority of the respondents, 58.3% of respondents are students, 33.8% of respondents are business, 5.8% respondents are others, 2.6% of respondents are homemakers.
- We find 81.5% of the respondents are optioned as television is the intention for media and 9.9% of the respondents optioned as word of mouth. From the table it can infer that value of Mean is 2.97 and Std. Deviation is 0.571.
- We find 56.3% of the respondents are said entertainment form is the function of advertisement and 29.8% of the respondents are said transfer belief is the function of advertisement. From the table it can infer that value of Mean is 2.16 and Std. Deviation is 0.644.

**Pricing policy on Consumer Buying Behavior**

- Table 4.9 we find Majority of respondents is from 25-34 ages.
- Table 4.10 we find Majority of respondents is male.
- Table 4.11 we find Majority of respondents is married.
- Table 4.12 we find Majority of respondents is bachelor degree holders.
- Table 4.13 we find Majority of respondents is monthly salary is from 10000 or less.

- Table 4.14 we find Majority of respondent's optioned quality and price is significant factors that influence purchase intention.
- Table 4.15 we find Majority of respondents optioned has neutral response towards the questions of Odd pricing strategy.
- Table 4.16 we find Majority of respondents optioned have disagree responses toward the bundle pricing strategy.
- Table 4.17 we find Majority of respondents prefers to buy branded rather than bundle of two unbranded product.
- Table 4.18 we find Majority of respondents disagree responses toward the discount pricing strategy.

### **Findings from Chi-Square Test:**

- It is evident from Table 4.6.1; the Pearson Chi square value is 35.403 with 3 degrees of freedom with a p value of 0.06. We can accept null hypothesis in case of Gender with Question 3, which means there is no significant relationship between Gender of the respondents and the Media gets your intention.
- It is evident from Table 4.6.1; the Pearson Chi square value is 41.498 with 2 degrees of freedom with a p value of 0.15. We can accept the alternate hypothesis in case of Gender with Question 4, which means there is a significant relationship between Gender of the respondents and the function of advertisement.
  - It is evident from Table 4.6.2; the Pearson Chi square value is 34.185 with 4 degrees of freedom with a p value of 0.05. We can accept null hypothesis in case of Age with Question 11, which means there is no significant relationship between Age of the respondents and the Media gets your intention.
- It is evident from Table 4.6.2; the Pearson Chi square value is 42.712 with 2 degrees of freedom with a p value of 0.02. We can reject the null hypothesis in case of Providing care to dependents with Question 12, meaning that there is a significant relationship between Age of the respondents and function of advertisement.
- It is evident from Table 4.6.3; the Pearson Chi square value is 42.410 with 5 degrees of freedom with a p value of 0.000. We can reject the null hypothesis in case of Occupation with Question 11, meaning that there is a significant relationship between Occupations of the respondents and Media gets your attention.
- It is evident from Table 4.6.3; the Pearson Chi square value is 55.768 with 6 degrees of freedom with a p value of 0.007. We can accept null hypothesis in case of Occupation with Question 12, which means there is no significant relationship between Occupation of the respondents and function of advertisement.

### **Findings From ANOVA Test:**

- It is evident from Table 4.19; The ANOVA test shows that there is no difference between the responses of individuals "due to age" about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05 (.983, 1.901 and 1.823).
- It is evident from Table 4.20; The Independent- Samples T Test shows there is no difference between the responses of individuals "due to gender" about the bundle and discount pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.606 and .833) while there is a statistically difference between the responses of individuals "due to gender" about the odd pricing strategies as the values of T test sig. (2 tailed) are less than 0.05. which is (.012).
- It is evident from Table 4.21; The Independent- Samples T Test shows there is no difference between the responses of individuals "due to Marital Status" about the three pricing strategies as the values of T test sig. (2 tailed) are more than 0.05. (.630, .939 and .734)
- It is evident from Table 4.22; The ANOVA test shows that there is no difference between the responses of individuals "due to qualifications" about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test are more than 0.05. (6.631, 2.272, and 4.579)
- It is evident from Table 4.23; The ANOVA test shows that there is no difference between the responses of individuals "due to Monthly salary" about the Odd Pricing strategy, the bundle strategy and the discount strategy as the values of F test Are more than 0.05.(8.752, .632, and 5.525).



**Conclusions:****Advertising on Consumer Buying Behavior**

- Concludes majority of the respondents are male. So that in future the company should concentrate on female consumer by creating more consumer awareness through advertising.
- Concludes Majority of respondents is aged between 31-50 years. So in future the company should consider reaching consumers who is below age of 30 and above 51 for increase in sales through advertising.
- Concludes Majority of respondents is students. So in coming days the company should attract more of consumers who are Business people and homemakers.
- Concludes Majority of respondent's optioned television is the intention for media advertisement.
- Concludes Majority of respondents said entertainment form is the function of advertisement.

**Pricing on Consumer Buying Behavior**

- Concludes Majority of respondents is from 25-34 age.
- Concludes Majority of respondents is male.
- Concludes Majority of respondents is married.
- Concludes Majority of respondents is bachelor degree holders.
- Concludes Majority of respondents is monthly salary is from 10000 or less.
- Concludes Majority of respondent's optioned quality and price are significant factors that influence purchase intention. This answers the statement of problem how is the pricing policy affecting consumer buying behavior.
- Concludes Majority of respondents optioned has neutral response towards the questions of Odd pricing strategy.
- Concludes Majority of respondents optioned have disagree responses toward the bundle pricing strategy.
- Concludes Majority of respondents prefers to buy branded rather than bundle of two unbranded product.
- Concludes Majority of respondents disagree responses toward the discount pricing strategy.

Therefore, this study can assist any organization in determining what factors influence a consumer's decision to acquire a product through advertising and price methods. It can also access which aspects of advertising have the biggest influence and which have a lower impact. The advertising industry has seen a radical transformation in the modern period. Advertisements have an essential role in influencing consumer purchasing decisions. The research has added to our understanding of a number of topics related to pricing tactics and the buying decision-making process. Consumers will pay more for a good or service if they believe it is directly proportionate with the value they place on the product which may be as a result of additional benefits obtained or enjoyed from consumption of products. Demand is also boosted by proper price tactics or a combination of strategies. The rapid advancement of technology has resulted in the addition of more price options and the creation of a platform. The goal of this research was to see how social, personal, and psychological elements influence consumer behavior while choosing a product and to learn more about the decision-making process. Based on these concerns, a questionnaire was devised. The empirical study aimed to discover the social, personal, and psychological aspects that influence consumer behavior, as well as their impact on the decision-making process.

Through this research, it is concluded that there is a positive relationship between prices and consumer buying behavior (suitable prices make consumers more willing to purchase items). It also showed that there is no statistically significant difference between the responses of individuals “due to age, gender, marital status, qualification and monthly salary” about the research's questions related to the three pricing strategies (Odd pricing strategy, Bundle pricing strategy and Discount pricing strategy) except there is a statistically difference between the responses of individuals “due to gender” about the odd pricing strategy.

These factors, it may be stated, have an impact on how customers make purchasing decisions. The findings suggest that family, friends, and neighbors are the most influential elements in product selection decisions. This provides an answer to the research question posed in this study. Furthermore, customers can make decisions based on psychological ideas and attitudes. However, there was evidence that whenever the steps of the decision-making processes are skipped, customers make impulsive decisions. The study's findings support the idea that personal and psychological aspects have some influence, but statistical dependability is lacking.

### **Recommendations:**

#### **Advertizing on Consumer Buying Behavior**

- Company should consider the way of advertizing to acquire interest of female consumers.
- Company should consider the way of advertizing to acquire interest of consumers of all age gaps.
- Company should consider the way of advertizing to acquire interest of consumers of all occupations where 50% female populations in India are homemakers.
- Company should opt to other means of advertizing than television like billboards and flex so even consumer who is not always accessible to television would acquire the knowledge about the product.
- Company should find any other means of advertizing having and tie up with any BBQ franchise and advertise in industrial magazine to get attention of consumers.

#### **Pricing policy on Consumer Buying Behavior:**

- Company should consider all age group consumers who can afford the price worth for the product where most of the consumers now are 25-34.
- Since most of the female consumers are homemakers in India and the majority of consumers are male the product should be provided in lower quantity with low cost that everyone can buy the product.
- From the study most of the consumers are married who may purchase the product for BBQ party or get-together and family events. So the company should analyze if the price is good enough got the single person who is either student to purchase the product.
- Company should be considering the pricing strategy to be analyzed and used cost cutting method so the product is affordable for students so if the product is of small quantity with low cost will increase the sales of the product.
- Analyzing consumers salary is basic the price of the product should be economical for everyone to afford the product and make some cost cutting decision.
- While purchasing the product consumers consider about the quality and price of the product it is decision making aspect for the consumer to decide if the product is worth so the company should produce the product with better quality and price for the consumer when these factors influence purchase intention.
- Odd pricing strategy is not what all consumers fancy but some consumers fancy the odd pricing if the cost of the product is 199, 299, 259 this is also good strategy to use on pricing the product as some consumers get attracted to the product from the pricing technique when it is affordable and worth to purchase for that cost.

- Consumers doesn't like with bundle pricing product since they would be willing to buy a particular product which satisfy their needs instead of many bundled product among which only one is useful for the needs so the company should analyze the bundle pricing in a way of sequel product which is regularly used together.
- Consumers prefers to buy branded rather than bundled of two unbranded products so when the company is using a bundled pricing strategy they should group the product which is produced from the same brand together but not from 2 or 3 brands so the consumers prefers the product of same brand than unbranded.
- Company should be reasonable pricing when they are using Discount pricing strategy as many products which are not worth too buy even after giving 20-25% discount. So if the price of the product is reasonable to buy and if the company use discount strategy by coming up with an offer like buy 2 or buy 3 with 10-20% off that would be reasonable for the consumers to buy the product.

Buying behavior which is one of the most successful ways to know consumers' interests when making a purchase decision and to set suitable prices to their items as pricing has a direct impact on a company's revenue and consequently to its success. It is recommended that to segment consumer based on demographic characteristics and study carefully their needs and willingness to buy products or services. Moreover, here is an important factor that affects consumer buying behavior in positive way which is corporate social responsibility (CSR). If the company socially responsible and announce that the part of this payment of selected products will donate to non-profit organization or for event inside society, which will encourage consumer to select the products impulsively.

Instead of depending on commercials to change people's attitudes, businesses could use appealing and informative information to increase client awareness. Instead, they may employ new sales promotion strategies or other media to sway people's opinions. Raising awareness and creating a strong perception in the minds of consumers will be simple for any firm in the charcoal sector to influence consumer buying behavior. They should make products that are both sensible and price for a wide range of clients. They should stop and reduce carbon emissions as much as possible while making briquettes by combining with another material to safeguard the environment from hazardous sulphur pollutants.



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#### Questionnaire:

##### Advertising and Consumer buying behaviour

These are from the questionnaire which was used by the company on online marketing platforms like Flipkart and Amazon to get consumers feedback. The same data is used for the research as mentioned in secondary data gathering.

1. Gender
2. Age
3. Occupation
  - o Student
  - o Business
  - o Home makers
  - o Employee
4. Do you believe in Advertising?
  - o Yes
  - o No
5. Do you think Advertisement is Important.
  - o Yes
  - o No
  - o Maybe
6. Which Media gets your intention?
  - o Print
  - o Radio
  - o Television

o Word of mouth

7. What is the function of Advertisement?

- o Proffer news
- o Entertainment form
- o Transfer belief and value to society

### **Questionnaire:**

#### **Pricing policy and Consumer buying behaviour**

1. Age
2. Gender
3. Marital Status
  - Married
  - Single
4. Qualifications
  - High School
  - Diploma
  - Bachelor
  - Higher Education
5. Monthly Salary
  - 10000 or less
  - More than 10000
6. What are the factors that influence purchase?
  - Price
  - Quality
  - Brand
  - Design
7. When buying, the way of writing the prices (such as 13.99 SR) attracts to buy?
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree
  - Strongly agree
8. Does Products have bundle offers (Buy one and other free) attract to buy more?
  - Strongly disagree
  - Disagree
  - Neutral
  - Agree



- Strongly agree

9. Do Low prices of products increase willingness to buy them?

- Strongly disagree
- Disagree
- Neutral
- Agree
- Strongly agree

