

A Study on Consumer Buying Behavior Towards Supreme Water Tank in Belagavi District.

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Abstract

Consumer Buying Behavior towards Supreme Water Tanks in Belagavi District examines how demographics, purchase drivers, and promotions influence customer decisions in a competitive regional market. The study profiles key segments by age, gender, education, and income; evaluates drivers such as brand image, product quality and durability, after-sales service and warranty, and distribution availability; and measures the effect of advertisements, dealer referrals, and sales campaigns on awareness and intent. Insights will enable Supreme Industries and distributors to sharpen targeting, improve loyalty, and strengthen positioning for sustained growth in Belagavi. The study will employ a structured questionnaire with reliable scaling, segment analysis, and significance testing to link demographics to preferences and intent. It will benchmark product attributes against leading offerings to quantify perceived quality and durability. It will evaluate promotional touchpoints across paid media, dealer influence, and on-ground activations to isolate the most cost-effective drivers of conversion. Finally, it will translate findings into actionable recommendations on pricing, warranty communication, channel coverage, and localized campaigns.

1. Introduction

Consumer-buying behavior refers to the decision-making process and actions of individuals when selecting, purchasing, using, and disposing of products & services.

This study focuses on purchasing decisions related to Supreme Water Tanks within this district. Consumer buying behavior, at its core, encompasses the multifaceted process individuals undergo when acquiring goods or services for personal use, starting from recognizing a need to the post-purchase evaluation. This research aims to unravel the specific factors which influence the choices of consumers in Belgaum when selecting Supreme Water Tanks. By examining their motivations, preferences, and the decision-making process, this study seeks to provide valuable-insights into dynamics of this local market.

Understanding these nuances is crucial not only for Supreme Industries to tailor their strategies effectively but also for a broader understanding of consumer behavior in relation to essential household infrastructure in a specific regional context like Belgaum.

Literature review

According to (1) The product price factor is used to talk about important things that affect the buying decision. There are three ways to look at the price of a product: fair price, fixed price, and relative price. Brand image variables are also seen as intermediaries between price and consumers' decisions about what to buy, and they are seen as important factors that affect the latter. (2) research on the factors influencing the product purchasing decisions of Surabaya State University students engaging in online shopping. The goal of this study is to find out what affects people's decisions to buy things online. The findings indicated that trust, price, and time are the factors that affect online product purchasing decisions. (3) . The findings of this study indicate Product Quality, Service-Quality, and Price are critical factors influencing Purchase Decision. Aside from the three factors of product quality, service-quality, and price, there are still other things which can affect the buying decision. (4) Consumer satisfaction is how a person feels after using a product or service, compared to what they expected. Service-Quality, Product-Quality, & Purchasing Decisions can all have an effect on how happy customers are. The research aimed to ascertain the direct and indirect impacts of service-quality, product quality, & purchasing decisions on consumer satisfaction. (5) This study seeks to identify & analyses the impact of product quality, price, and word of mouth on the purchasing decision of Milkita Candy. The study employs marketing management theory, incorporating variables such as product quality, price, word of mouth, and purchase decisions.

Problem Statement

Despite the growing demand for water storage solutions in Belgaum District, there is limited understanding of consumer preferences, and behavior towards Supreme Water Tanks. This study aims to identify the factors influencing consumer decision-making, and assess the impact of brand reputation and product quality on purchasing decisions in this region.

Objectives of the Study

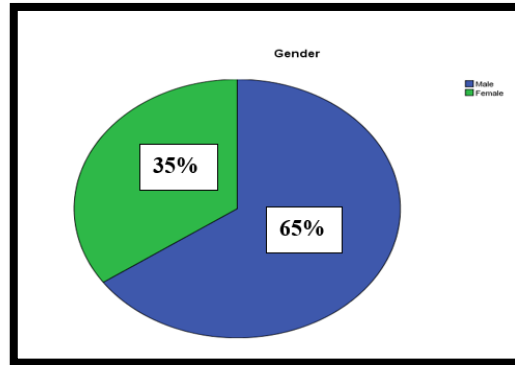
- 1.To examine the demographic significant relationship on consumer buying decisions.
- 2.To identify factors influencing consumer buying behavior for Supreme Water Tanks.
- 3.To evaluate the role of promotional strategies in consumer decision-making.

Research Methodology

Descriptive study on water tank consumers in Belgaum will use convenience sampling of 100–150 respondents who have bought or are considering a tank, collecting primary data via structured online/offline questionnaires on awareness, price sensitivity, quality preferences, and purchase source, complemented by secondary data from company sites, industry reports, journals, and prior studies; analysis will be done using SPSS, ANOVA, and Excel.

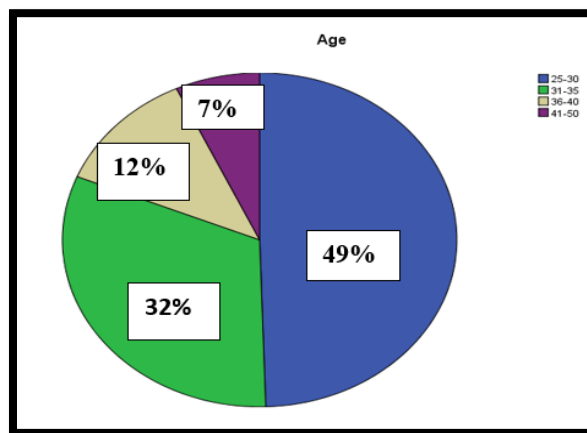
Data Analysis and Interpretation:

Gender :



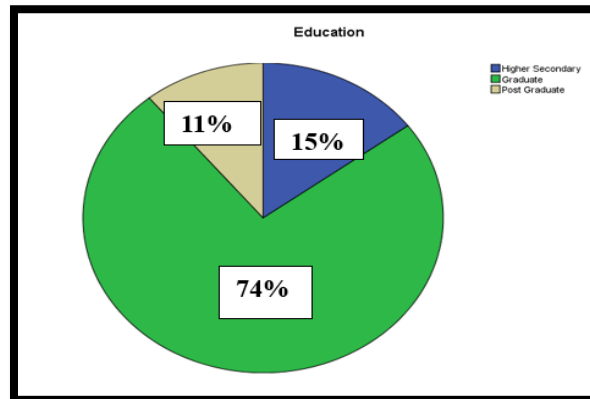
Out of the 100 respondents, it reveals that 65% are male and 35% are female. It appears that most of the responses were from male participants. This might reflect the actual gender ratio within the organization or community being studied. For future surveys or studies, encouraging greater participation from female respondents could help ensure that the findings represent a wider range of perspectives.

Age:



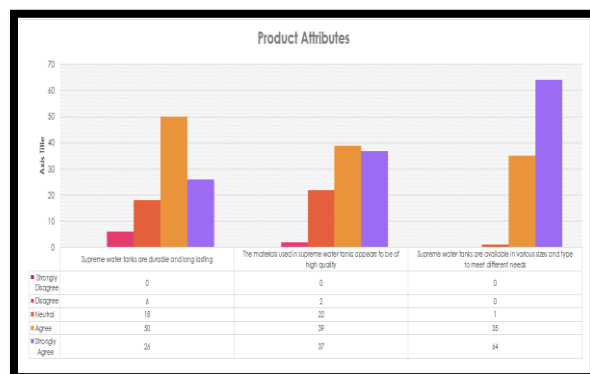
Out of 100 respondents, the majority fall in the 25–30 age group. The second largest group is 31–35 years, comprising 32% of respondents. This is followed by 36–40 years with 12%, and finally the 41–50 age group represents the smallest segment with only 7% of respondents. The majority of respondents are young adults (25–30 years), indicating that the study mainly involves young adults.

Education:



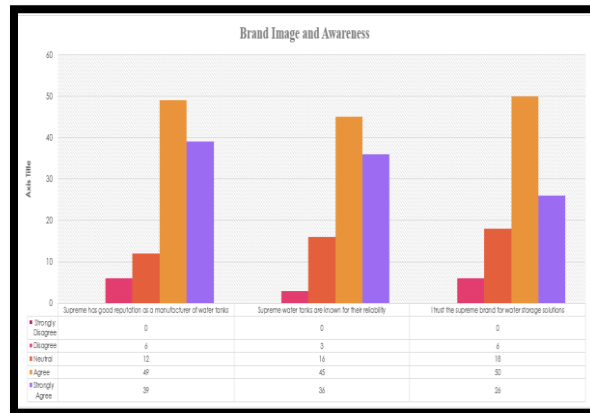
Out of 100 respondents shows that a significant majority, 74%, are graduates. This is followed by 15% who have completed higher secondary-education, and 11% who are postgraduates. The analysis indicates that majority of the respondents hold graduate degree.

Product Attributes:



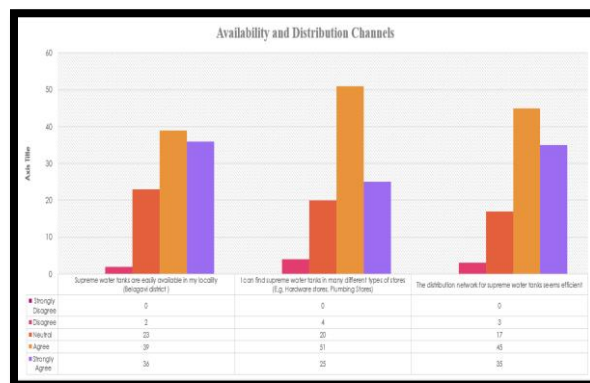
Interpretation: Most respondents believe that Supreme water tanks are durable and long-lasting, with very few people expressing doubts. They also feel that the materials used in these tanks are of good quality, which adds to their trust in the product. Almost everyone appreciates that the tanks are available in different sizes and types, making them suitable for a wide range of needs. The feedback shows strong satisfaction with the durability, quality, and variety of Supreme water tanks.

Brand Image and Awareness.



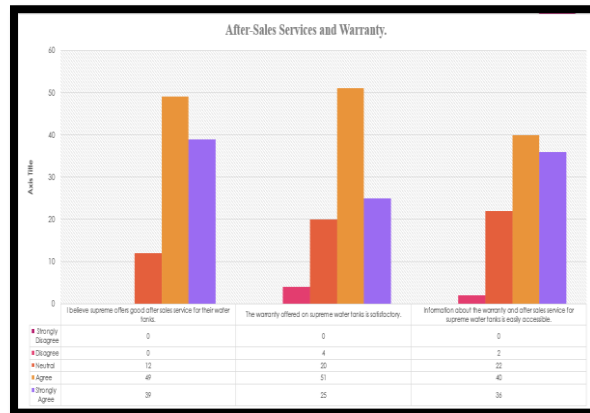
Most respondents believe that Supreme has a strong reputation as a water tank manufacturer, and none of them expressed a negative opinion. They also feel confident about the statements related to the brand, with only a very small number showing disagreement. Overall, the responses show a steady increase in agreement, reflecting that people generally trust and hold a positive view of Supreme water tanks.

Availability and Distribution Channels:



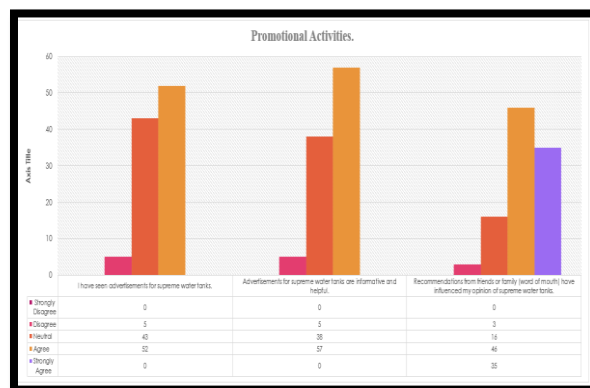
People generally find the tanks easily within the district and see them stocked across many kinds of shops, which gives buyers confidence that the product is accessible when needed. The supply network is perceived as smooth and reliable, so customers expect timely availability without frequent delays or stockouts. Neutral opinions mainly reflect those who have not recently purchased or compared stores, not active dissatisfaction with availability or distribution. Overall, the market presence feels strong, store coverage appears wide, and distribution practices are working well for most buyers in everyday situations.

After-Sales Services and Warranty:



People generally feel confident about the product's quality and after-sales assurance, including the warranty, and they see steady, consistent agreement across responses rather than mixed opinions. Neutral views mostly reflect those who have not recently used the warranty or compared options, not active dissatisfaction with the assurance provided. Overall, trust in the warranty and service promise appears strong, customer sentiment trends upward across items, and only a small minority express concerns.

Promotional Activities.



People generally notice the brand's ads, understand their message, and feel the promotions are helpful for making purchase decisions. Neutral views mostly come from respondents who have not paid close attention to recent ads or have not needed a tank recently, rather than from negative experiences with the advertising itself. Overall, ad reach appears broad, message clarity is good, and the campaign supports positive attitudes toward the product with minimal resistance.

Hypothesis

Gender

H₀: There is no significant relationship-between consumer demographics and their preference for Supreme Water Tanks.

H₁: There is a significant relationship-between consumer demographics and their preference for Supreme Water Tanks.

Gender

	Gender	N	Mean	Std. Deviation	Std. Error Mean
Purchase Decision	Male	65	4.0077	.56476	.07005
	Female	35	3.8429	.61562	.10406

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
PurchaseDecision	Equal variances assumed	1.657	.201	1.349	98	.181	.16484	.12221	-.07769	.40736
	Equal variances not assumed			1.314	64.735	.193	.16484	.12544	-.08571	.41538

ANOVA

Age

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.822	3	.274	.794	.500
Within Groups	33.095	96	.345		
Total	33.917	99			

ANOVA

Education

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.429	2	.214	.621	.540
Within Groups	33.488	97	.345		
Total	33.917	99			

Since $P > 0.05$, we accept the null hypothesis.

Interpretation: There is no statistically significant difference between male and female, age, and education respondents in their purchase decision scores. This suggests that, in this case, gender, age, education level does not appear to impact purchase decisions for Supreme water tanks.

Product Attributes :

H₀: Product attributes does not significantly affect consumer buying behavior.

H₁: Product attributes has a significant affect on consumer buying behavior.

ANOVA ^b						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.914	1	27.914	455.699	.000 ^a
	Residual	6.003	98	.061		
	Total	33.917	99			
Co efficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.530	.162		3.272	.001
	Product Attributes	.808	.038	.907	21.347	.000

We reject the null hypothesis, There's a strong and statistically significant relationship-between product attributes and people's decisions to purchase Supreme water tanks. This means that as the product's features improve, customers are much more-likely to decide to buy.

Brand Image and Awareness:

H₀ :There is no significant relationship-between brand image & awareness and consumer purchase decisions for Supreme Water Tanks.

H₁: There is a significant relationship-between brand image & awareness and consumer purchase decisions for Supreme Water Tanks.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	26.514	1	26.514	351.015	.000 ^a
	Residual	7.402	98	.076		
	Total	33.917	99			
Co efficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.492	.187		2.637	.010
	Brand Image And Awareness	.839	.045	.884	18.735	.000

Reject the null hypothesis. There is a very strong and statistically significant relationship-between brand image and awareness people's decisions to buy Supreme water tanks.

Availability and Distribution Channel:

Ho: There is no significant relationship-between availability and purchase decisions for supreme water tanks.

H1: There is a significant relationship-between availability and purchase decisions for supreme water tanks.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.079	1	28.079	471.359	.000 ^a
	Residual	5.838	98	.060		
	Total	33.917	99			

Co efficient						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.847	.145		5.846	.000
	Availability and Distribution Channels	.764	.035	.910	21.711	.000

Reject the null hypothesis. There is a very strong and statistically significant relationship-between availability and distribution channel the decision to buy Supreme water tanks.

After Sales Services and Warranty:

Ho: There is no significant relationship-between warranty and purchase decisions for supreme water tanks.

H1: There is a significant relationship-between warranty and purchase decisions for supreme water tanks.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	31.358	1	31.358	1.201E3	.000 ^a
	Residual	2.558	98	.026		
	Total	33.917	99			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.444	.102		4.333	.000
	After Sales Service and Warranty	.852	.025	.962	34.658	.000

Reject the null hypothesis. Interpretation: Customers are much more likely to buy Supreme water tanks when they know they'll get good after-sales service and a strong warranty. This shows that support after buying really matters to people, and it's a big reason for their decision to purchase.

Promotional Activities:

H₀: Promotional activities (advertising, word-of-mouth) do not impact on consumer purchase decision.

H₁: Promotional activities significantly impact on consumer purchase decision.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.670	1	9.670	39.086	.000 ^a
	Residual	24.246	98	.247		
	Total	33.917	99			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.642	.372		4.410	.000
	Promotional Activities	.623	.100	.534	6.252	.000

Reject the null hypothesis. Promotional activities (like advertising, word of mouth) have a clear and positive effect on whether people decide to buy Supreme water tanks. When the brand puts more effort into promotions, customers are more-likely to make a purchase.

Findings of the Study:

65% were male and 35% were female, with most falling in the 25–30 age group (49%), followed by 31–35 (32%), 36–40 (12%), and 41–50 (7%); education-wise, 74% were graduates, 15% had higher secondary, and 11% were postgraduates. Most respondents view Supreme water tanks positively across brand image, product attributes, availability, service, and promotions, with strong agreement on key points: 88% say Supreme has a good manufacturer reputation and 81% recognize its reliability, while 76% trust the brand for water storage solutions. On product quality, 76% feel the tanks are durable and lasting, 76% believe the material appears high quality, and 99% note availability in various sizes and types to meet different needs. Distribution seems robust as 75% find the tanks easily available in many localities and 76% report they can find them in many store types, with 80% calling the distribution network efficient. After-sales support is viewed favorably: 88% agree Supreme offers good service, and 76% find the warranty satisfactory and information about warranty and service easily accessible. Promotions have moderate reach and impact, as 52% have seen advertisements, 57% say ads are informative and helpful, and 81% report friends' or family recommendations influenced their opinion of Supreme water tanks.

Suggestions of the study:

About 37% of respondents said they had not seen any promotions for Supreme water tanks, suggesting current ads are limited and not very informative, so the company should increase visibility on the platforms and in the areas where people aren't noticing the brand and make ads clearer and more engaging. Around 22% were unhappy with after-sales service and warranty because delays and a lengthy return process lead to slow responses, so the company should explain warranty terms and service steps more clearly and speed up service where customers felt dissatisfied. About 49% were neutral or disagreed about product attributes, so the company should gather specific feedback on durability, quality, and options, and offer demos, warranties, or trials to build trust. Since 31% did not agree with the brand image, the company should strengthen reliability by sharing proof like certifications, testimonials, and success stories, while improving engagement through demos, attractive offers, and dependable after-sales support. As 35% felt availability and distribution were insufficient in Belagavi, the company should pinpoint hard-to-access locations, improve stock and store coverage, and clearly communicate the store types and locations where tanks are sold to reduce confusion.

Conclusion:

This study found, customers in Belagavi mainly choose Supreme water tanks because of their strong quality, durable materials, and wide variety of sizes. The brand is well-trusted and widely available in local stores, which makes buying easy and convenient. Good after-sales service and a reliable warranty also play a big role in people's decisions to buy. While advertising helps somewhat, personal recommendations from friends and family are even more influential.

Demographics like age, gender, or education don't significantly affect buying choices. Instead, people focus on practical factors like product reliability, trust in the brand, and easy access.

To keep growing, Supreme should maintain high product quality, strong customer support, and broad availability. Improving advertising visibility and encouraging happy customers to spread the word will also help build lasting loyalty.

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