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Insights into Purchase Decision and Post-Purchase Behavior of Selects Bags

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ABSTRACT: This study investigates the purchase decision and post-purchase behavior related to selected bags, including schoolbag, handbag, clutch bag, shoulder bag, backpack, laptop bag, potli bag and crossbody bag. The research aims to uncover the key factors that influence consumer's decision when purchasing these bags and their behavior after acquiring them. A mixed-methods approach is utilized, combining quantitative surveys and qualitative interviews and observation with bag consumers. The quantitative surveys assess factors such as brand perception, product features, pricing strategies, consumer preference and purchase motivations. On the other hand, qualitative interviews delve deeper into consumer experiences, satisfaction levels, and post-purchase usage patterns. Furthermore, the research delves into the post-purchase phase, exploring aspects like customer satisfaction, product durability, perceived value, and repurchase intentions. By examining how consumers interact with their chosen bags over time, valuable insights into loyalty, advocacy, and brand engagement are gained. The finding of this study contribute to both theoretical and practical implications for marketers and businesses in the bag industry. Understanding the nuanced behaviors and decision-making processes of consumers can guide strategic marketing initiatives, product development efforts, and customer relationship management strategies to enhance overall satisfaction and loyalty among bag consumers. These findings have significant implications for bag manufactures, marketers, and retailers in devising effective marketing strategies, product innovations, and customer relationship management initiatives. By understanding the complex interplay between purchase decision and post-purchase experiences, businesses can enhance customer satisfaction, loyalty, and long-term value creation in the competitive bag industry.

I. INTRODUCTION

Bags is a well-known in the lauggage and backpack industry. They offer a wide range of stylish and durable bags designed for travels, school, and everyday use. Bags is known for its innovation designs, quality materials, and a variety of options to suit different lifestyles and preferences. Whether you're a frequent traveler, a student, or someone who needs a reliable backpack, bags has been a popular choice for individuals seeking both functionality and fashion in their bags.

The purchase decision and post-purchase behavior of selected bags play crucial roles in consumer experience and brand loyalty. Factors influencing the purchase decision include brand reputation, product design, pricing, and reviews. Post-purchase, customer satisfaction, perceived value, and after-sale service contribute to brand loyalty and potential word-of-mouth marketing. Understanding this journey helps businesses refine strategies for customer acquisition and retention.

The purchase decision and post-purchase behavior of selected bags play a crucial role in consumer experience. Factors influencing decisions may include brand perception, product features and pricing. Post-purchase behavior, such as satisfaction and brand loyalty, is often influenced of the bags. Understanding these dynamics helps businesses tailor their strategies for a positive consumer journey.

The purchase decision and post-purchase behavior of consumers regarding selects bags are crucial aspects in understanding consumer preference and satisfaction. Factors influencing the purchase decision may include brand reputation, design, functionality, and price. Post-purchase behavior involves customer satisfaction, potential buyers' remorse, and word-of-mouth recommendations. Analyzing these aspects can aid businesses in enhancing offerings and customer experiences.



II. LITERATURE REVIEW

According to kotlar and Armstrong (2013:16) customer satisfaction in the level where the perceived performance of the product is in accordance with buyer experiences. If the product performance is demand not meeting customer experiences, then the customer will be disappointed and vice versa. If the product's performance is considered in accordance with customer experiences, then the customer will be satisfied.

According to Sofjan Assauri (2012: 176), customer satisfaction is a measure of the success of a marketing strategy in marketing product. Measuring the level of customer satisfaction is a difficult job and requires certain criteria. Based on the definition of customer satisfaction, it can be interpreted that customer satisfaction is the level where the perceived performance of the product is in accordance with buyer expectations. Increased customer satisfaction has the potential for long-term and short-term growth that has an impact on repeat purchase.

According to Hamdani et al (2011:80), customer satisfaction is the level of finding where a person states the results of a comparisons of the performance of the product / service received and expected. Customer satisfaction and dissatisfaction with a product as the end a sales process has its own impact to behavior customers to these products. Purchase Decision, is the selection of two or more alternative purchasing decision choices, which mens the someone can make a decision, there must be several alternative choices. The decision to buy can lead to how the decision-making process is carried out (**sahiffman and Kanuk,2009:30**),

This is in line with (**sumarwan, 2001; 357**) explaining that a purchase decision is a decision as a selection of an action from two or more alternative choices. Another case with (**Kotler 2012:166**), explaining the purchase decision is a purchase decision process consisting of five stages carried out by a consumer before arriving at a purchase decision and they post-purchase customer behavior will look at the behavior of each individual, household or organization about how hey process before making a purchase decision, as well as their actions after obtaining and consuming products, service or ideas.

According to kotler and Armstrong (2014: 11), product quality is the ability of a product to demonstrate its function, this includes overall durability, reliability, accuracy, ease of operating, and product repair, as well as other products attributes. Mowen (2012: 61) states that product quality is an overall evaluation process to customers for improving the performances of a product. As for kotler and kolter (2016: 164), product quality is the ability of an item to provide results or performance that is appropriate and even exceeds what the customer wants.

According to Ranga Chimhundu et. Al (2010); explores the impact of manufacturer brand innovation on retailer brands in grocery product categories. It is argued that the consumer packaged goods literature has largely portrayed manufacturer brand innovation in relation to retailer brands as a competitive tool that is employed against the retailed brands.

III. RESEARCH METHODOLOGY

Objectives

- To study the purchase decision making process of customers of bags.
- To study post-purchase behavior of customers of bags.
- To study the satisfaction level of consumers towards bags.

Sampling Technique:

A study of purchase decision and post-purchase behavior of selects bags, a simple random sampling technique will be used. This involves randomly selecting a sample of schoolbag, handbag, clutch bag, shoulder bag, backpack bag, laptop bag, potli bag, cross body bag. By using simple random sampling.

Sample Size:

100 Respondents are used as a sample for data collection.

Limitations of the study: The research sample size was limited.

Limitations of research methodology, to the study with selects bags: School bag, Hand bag, Clutch bag, Shoulder bag, Backpack bag, Laptop bag, Potli bag, Cross body bag.

Data Collection Method:



1. Primary Method of Data Collection:

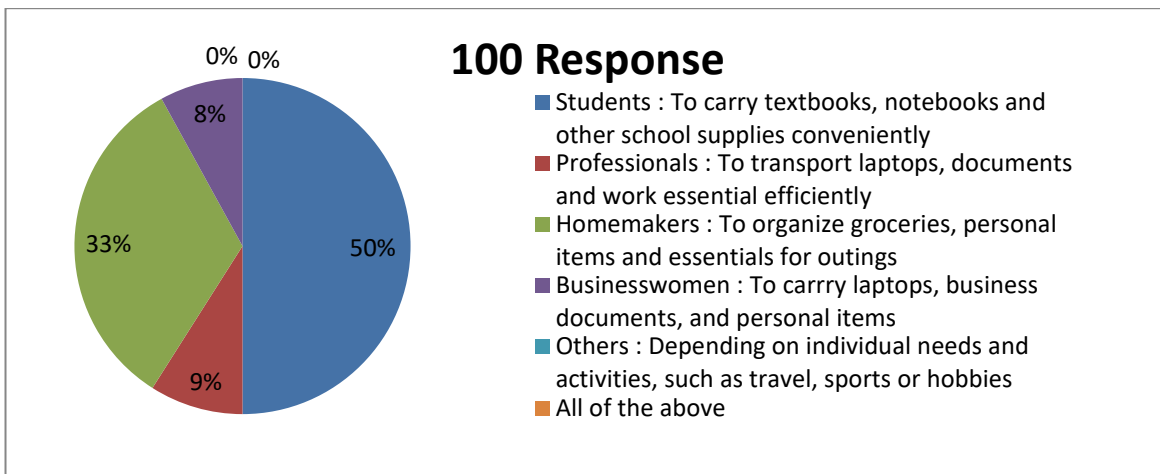
- A well-structured questionnaire method was used to gather primary data.
- Interview method

2. Secondary Method of Data Collection:

- The secondary data will be gathered from books, journals, and other written data about topic
- From Internet/Website.

IV. DATA ANALYSIS AND INTERPRETATION

1. Why do you use a bags?

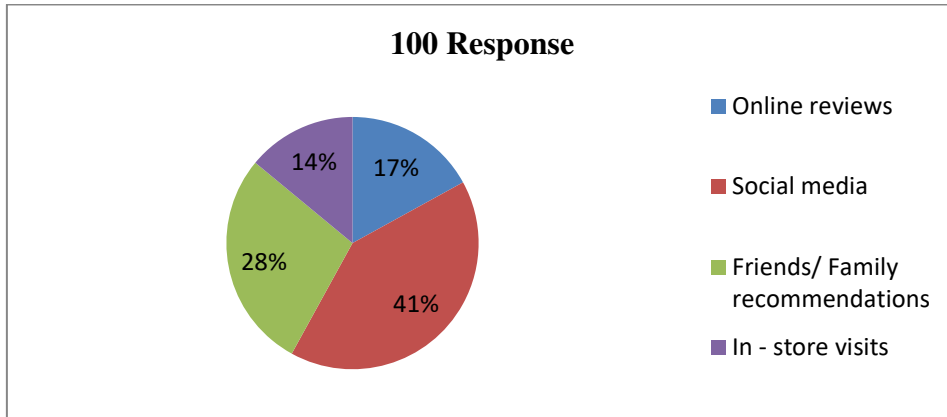


Response	No. of Response
Students: To carry textbooks, notebooks and other school supplies conveniently	50%
Professionals: To transport laptops, documents and work essential efficiently	9%
Homemakers: To organize groceries, personal items and essentials for outings	33%
Businesswomen: To carry laptops, business documents, and personal items	8%
Others: Depending on individual needs and activities, such as travel, sports and hobbies	0%
All of the above	0%

Bags serve various purposes: for students, they're practical for carrying textbooks and supplies; 50% professionals use them for efficiency with laptops and documents; 9% homemakers use bags for organizing groceries and personal items; 33% and businesswomen utilize them for both work and personal items 8%. Each group has specific needs, but bags cater to all, making them versatile essentials.



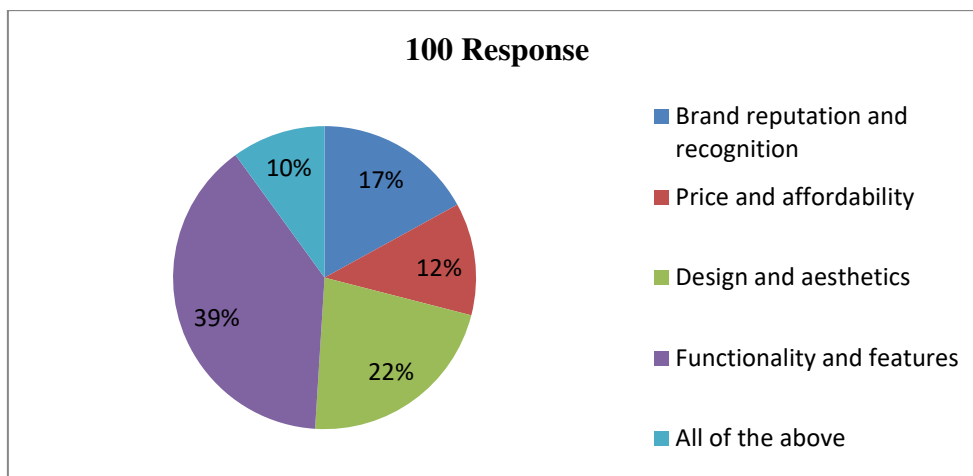
2. Where do you usually gather information before buying a bag?



Response	No. of Response
Online reviews	17%
Social media	41%
Friends/ family recommendations	28%
In – store visits	14%

Consumers predominantly rely on social media (41%) and recommendations from friends and family (28%) when gathering information before buying a bag. Online reviews also play a significant role (17%), while in – store visits have a lower impact (14%) on their decision-making process.

3. When evaluating different bags for purchase, what factors are typically considered by consumers?

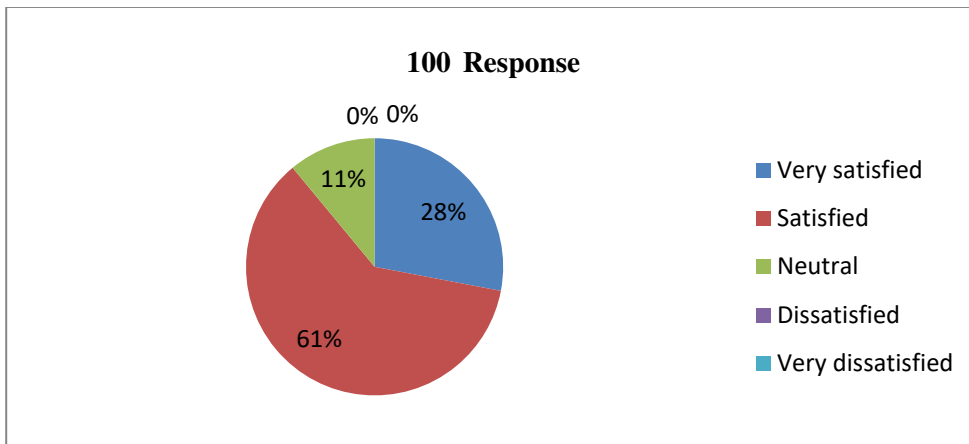




Response	No. of Response
Brand reputation and recognition	17%
Price and affordability	12%
Designs and aesthetics	22%
Functionality and features	39%
All of the above	10%

This analysis indicates that consumers value a product’s functionality and features the most 39% Followed by its designs and aesthetics 22%. Brand reputation also plays a notable role, albeit slightly less than 17% design and functionality. Price and affordability are important but are ranked lower 12% in comparison to other factors. Overall, consumers consider a combination of these factors when making purchase decisions.

4. How satisfied are you with you most recent bag purchase?

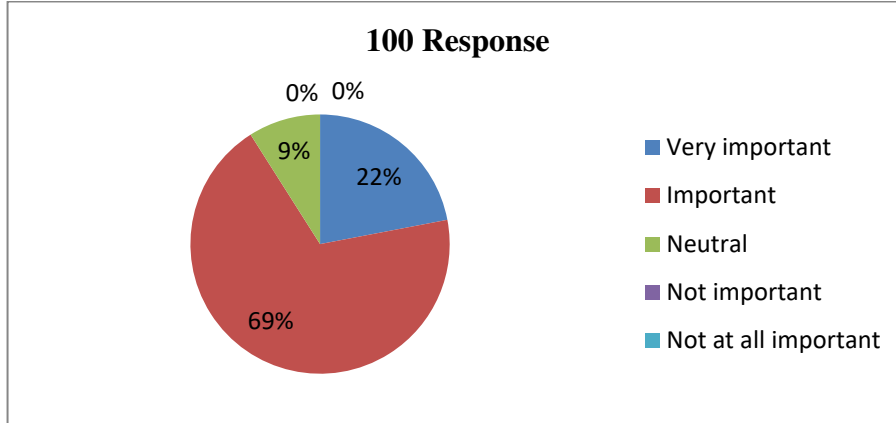


Response	No. of Response
Very satisfied	28%
Satisfied	61%
Neutral	11%
Dissatisfied	0%
Very dissatisfied	0%

The majority of respondents (61%) are satisfied with their most recent bag purchase, with a notable portion (28%) being very satisfied. A smaller percentage (11%) fell neutral about their purchase, while no one reported being dissatisfied or very dissatisfied. Overall, the satisfaction levels are quite high, indicating positive experiences with the recent bag purchases.



5. How important is post – purchase support (warranty, return, etc.) in your decision to buy a bag?



Response	No. of Response
Very important	22%
Important	69%
Neutral	9%
Not important	0%
Not at all important	0%

This distribution suggests that the majority of items are perceived as important 91%, with a significant portion being labeled as “very important” 22% and the rest as “important” 69%. Only a small fraction is considered neutral 9%, while none are important. This indicates a generally positive perception of the items being evaluated.

V. CONCLUSION

Studying the purchase decision-making process of customers regarding bags involves examining factors like brand perception, quality, price, and style preferences. Post-purchase behaviors analysis might focus on factors like product usage experience, satisfaction, and loyalty. Finally, evaluating consumer satisfaction towards bags can depends on various factors including design, durability, functionality, and customer services. The conclusion drawn from these studies could provide insights into improving marketing strategies, product development, and customer satisfaction initiatives within the bag industry. Understanding each stage of the consumer journey allows businesses to better cater to customer needs and preferences, ultimately enhancing customer satisfaction.

VI. SUGGESTION

- Analyze consumer preferences for bag features like durability, design, and functionality.
- Explore how online reviews and recommendations impact bag buying choices.
- Strive to strike a balance between functionality, design, brand reputation, and affordability to meet diverse consumer preferences effectively.
- Explore bag buyers decision-making processes and satisfaction levels through a combination of surveys, interviews, and observational research.



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