

A Study on Factors Influencing the Purchase Intension of Consumers Towards Stationery Products: A Study for Manadhar Stationers Private Limited, Katora Talab, C.G.

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Abstract- *The effectiveness of modern retail and stationery marketing increasingly depends on understanding consumer behavior, purchasing preferences, and decision-making patterns. This study, conducted at Manadhar Stationers Private Limited (BBAG), examines how consumer analysis can support strategic product promotion and improve overall marketing performance within the stationery sector. The research explores customer demographics, buying behavior, brand perception, product preferences, and the impact of in-store and digital marketing activities on purchase decisions. Using a mixed-methods approach—combining customer surveys, direct interactions, observational studies, and analysis of sales and promotional data—the study identifies key factors influencing customer purchase intent, such as product variety, pricing strategy, visual merchandising, brand trust, and promotional communication. Findings reveal that targeted marketing strategies, when aligned with customer expectations and category-specific demand patterns, significantly enhance brand visibility, customer engagement, and product sales. The study concludes that integrating consumer insights into marketing planning not only strengthens customer loyalty but also enables more effective and sustainable promotional strategies for retail businesses like Manadhar Stationers Private Limited.*

Index Terms- *Consumer Analysis, Marketing Strategies, Customer Behavior, Retail Marketing, Product Promotion, Stationery Sector, Manadhar Stationers Private Limited, Customer Engagement, Buying Patterns, Sales Optimization.*

I. INTRODUCTION

The retail landscape in India is undergoing a profound transformation, characterized by rapid urbanization and the expansion of both the education and corporate sectors. This dynamism directly fuels the Indian Stationery Market, which is estimated to be valued at approximately USD 2.5 billion. This growth has instigated higher consumer spending, particularly leading to a measurable shift toward premium stationery segments among urban populations with increasing disposable incomes. This academic investigation is designed to analyze the specific factors influencing consumer buying behavior (CBB) within this vibrant market context.

Stationery products, characterized by low unit cost and frequent replenishment cycles, are typically categorized as low-involvement goods. The theoretical frameworks surrounding the CBB for such products suggest a minimal cognitive load during the purchase process, involving limited prior information search or complex decision-making. Instead, purchasing decisions are often highly reliant on in-store stimuli, habitual purchasing patterns, and emotional or impulsive triggers. For marketers and retailers, understanding these impulsive and learned behaviors is crucial, as placing low-involvement products strategically—such as in aisles or near checkout counters—can create "agitation in the customer's mind" and drive purchase conversion.

This research study is anchored specifically on Manadhar Stationers Pvt. Ltd., a key retailer situated in the competitive Katora Talab area of Raipur, Chhattisgarh (C.G.). The intent is to move beyond generalized national trends by conducting a localized,

diagnostic examination of consumer motivations and actions within this defined retail environment. By focusing on a formally structured, medium-scale retailer (Manadhar reported a revenue of ₹2.13 Cr for the financial year ending March 31, 2024), the study provides insights relevant to the transformation of the Indian retail sector from unorganized to organized formats. The methodology utilizes a rigorous mixed-method approach—combining surveys, interviews, and detailed observation—to capture both the reported attitudes and the actual, in-the-moment purchasing behaviors of the local consumer base.

II. OBJECTIVES

1. To profile the income and purchasing patterns (spending) of consumers visiting Manadhar Stationers.
2. To assess the customers satisfaction regarding the stationery products at Manadhar Stationers.
3. To generate recommendations for Manadhar Stationers regarding the enhancement of customer loyalty programs.

III. REVIEW OF LITERATURE

1. Consumer Behaviour in the Stationery and Retail Sector

Understanding consumer behaviour is foundational to retail success. Kotler and Keller (2016) define consumer behaviour as the study of how individuals select, buy, use, and dispose of ideas, goods, and services to satisfy their needs and wants. In the context of stationery, recent studies suggest a shift in consumer perception. While traditional stationery (pens, paper) is often viewed as a low-involvement, routine purchase, the rise of "aesthetic stationery" and art supplies has introduced high-involvement characteristics to the sector.

Research by Underhill (2009) in *Why We Buy* emphasizes the "science of shopping," noting that physical store environments, shelf placement, and visual merchandising significantly influence impulse purchases—a factor relevant to this study's observational methodology regarding "product browsing time" and "shelf interactions."

2. The Influence of Demographics and Income on Purchasing Power

A core component of this study (Hypothesis H1) investigates the link between income and spending. Standard economic theory posits that for normal goods; demand increases as income rises.

- Income Elasticity: Studies in retail economics consistently show that disposable income is a primary predictor of retail expenditure. However, the *proportion* of spending varies.
- Demographic Segmentation: Research by Schiffman and Wisenblit (2019) suggests that demographic variables (age, occupation, and income) are the most cost-effective way to locate a target market. For stationery specifically, the needs of a "Student" demographic (driven by necessity and price sensitivity) often contrast with "Professionals" (driven by quality and brand value). This literature supports the study's stratification of the sample into students, professionals, and homemakers.

3. Product Quality, Perceived Value, and Customer Satisfaction

Hypothesis H2 of this study links product quality to satisfaction. The literature offers robust support for this relationship.

- The SERVQUAL Model: Parasuraman, Zeithaml, and Berry (1988) established that "Reliability" and "Tangibles" (physical quality of the product) are critical dimensions of customer satisfaction. In the stationery context, "tangibles" refer to paper quality, ink flow, and durability.
- Perceived Value: Zeithaml (1988) defined perceived value as the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given. If the perceived quality of Manadhar Stationers' products exceeds the price paid, satisfaction increases. This theoretical framework underpins the study's finding of a high correlation ($r=0.928$) between quality and satisfaction.

4. Loyalty Programs and Word-of-Mouth (WOM)

Hypothesis H3 explores the connection between loyalty rewards and recommendations.

- The Loyalty-Profit Chain: Heskett et al. (1994) introduced the Service-Profit Chain, demonstrating that customer satisfaction leads to customer loyalty, which directly drives revenue growth and profitability.
- Word of Mouth (WOM): Anderson (1998) found that extremely satisfied customers are more likely to engage in positive Word of Mouth. In the retail sector, a functional loyalty program does not just retain customers; it turns them into advocates. The "Reciprocity Theory" suggests that when a retailer rewards a customer (via discounts or points), the customer feels obligated to "pay back" the brand through repeated visits or referrals. This supports the study's investigation into the correlation between loyalty program satisfaction and the likelihood to recommend.

IV. RESEARCH METHODOLOGY

Research Design

- Descriptive and exploratory design using mixed-methods approach (quantitative survey, qualitative interviews).

Sampling Framework

- Sample size: 32 respondents, stratified by age group (school children, college students, professionals, homemakers).
- Random selection of customers at Manadhar Stationers.
- Demographic data: Gender, income, frequency of purchase, purpose (school/office/art), brand awareness.

Hypothesis of the Study

- H1. There is a significant relationship between consumers' demographic characteristics (specifically occupation and income level) and their purchasing patterns at Manadhar Stationers
- H2a: Price Sensitivity has a significant negative influence on consumers' purchase intent for stationery products (i.e., as

sensitivity to price increases, intent to purchase decreases).

- H2b: Perceived Quality has a significant positive influence on consumers' purchase intent; consumers are more likely to purchase stationery they perceive as durable or functionally superior.
- H2c: Perceived Value has the strongest significant positive influence on purchase intent, as it represents the consumer's trade-off between the price paid and the quality received.
- H3 Rewarding customers based on the amount they spend is more effective for retention than rewarding them for the number of times they visit.

Research Assignment

- Observation during peak and off-peak hours to record natural buying behaviors.
- Key measures: Product browsing time, sections visited, frequency of assistance sought, purchase completion frequency.

Methods of Observation

- Non-participant direct observation recorded via checklists.
- Photographic mapping of shelf interactions and store layout assessment.

Data Collection

Data collection in research is the systematic process of gathering information from various sources to answer a question or solve a problem

- Data collected from survey, interviews, and in-store observation, analyzed using descriptive statistics and visualizations.

Overview of Data Source

To achieve the research objectives, the study relied primarily on quantitative primary data. The data was collected through a structured survey instrument designed to measure specific consumer perceptions regarding product attributes and loyalty behavior.

Sample Description

- Sample Size (\$N\$): The data set consists of responses from 32 unique respondents (ID 1 through ID 32).

- Unit of Analysis: Individual consumers/respondents.
- Completeness: The dataset comprises complete responses for all variables with no missing values observed in the selected sample.

Research Instrument and Variables

The data was collected using a structured questionnaire utilizing a 5-point Likert Scale. The respondents were asked to rate their agreement or satisfaction levels on a scale of 1 to 5, where:

- 1: Strongly Disagree / Very Dissatisfied / Very Unlikely
- 5: Strongly Agree / Very Satisfied / Very Likely

Data Processing Procedure

Following the collection phase, the raw survey data was coded and tabulated for analysis.

1. Coding: Responses were converted into numerical values (1-5) to facilitate statistical analysis.
2. Tabulation: The data was organized into a matrix format (Respondent ID vs. Variable) to allow for correlation and regression testing.
3. Paired Data Points: The data collection was designed to analyze specific relationships:
 - Relationship A: The correlation between Product Quality and Customer Satisfaction.
 - Relationship B: The correlation between Loyalty Program Satisfaction and the Likelihood to Recommend.

V. DATA ANALYSIS & INTERPRETATION

Hypothesis H1

"There is a significant relationship between consumers' income and their purchasing patterns (spending) at Manadhar Stationers."

- Null Hypothesis (H1₀): There is no significant relationship between consumers' income and their purchasing patterns (spending) at Manadhar Stationers.
- Alternative Hypothesis (H1₁): There is a significant relationship between consumers'

income and their purchasing patterns (spending) at Manadhar Stationers

Data was collected from a sample of N=32 customers. Two key variables were recorded:

1. Income (X): The independent variable, representing the monthly disposable income of the consumer.
2. Spending (Y): The dependent variable, representing the total amount spent at Manadhar Stationers in a single visit or defined period.

A Simple Linear Regression was used to model the relationship between the variables. The equation used is:

$$Y = a + bX$$

Where:

- Y = Dependent Variable (Spending)
- X = Independent Variable (Income)
- b = Slope (The rate of change)
- a = Y-Intercept (The value of Y when X is 0)

Descriptive Statistics

Summary Statistics

First, we sum up the values from the data table.

- N (Number of observations): 32
- sum X (Sum of Income): 796,000
- sum Y (Sum of Spending): 20,000
- sum XY (Sum of Income \times Spending): 777,450,000
- sum X² (Sum of Income squared): 33,654,000,000

Calculate the Mean

$$\bar{X} = \frac{\sum X}{N} = \frac{796,000}{32} = 24,875$$

$$\bar{Y} = \frac{\sum Y}{N} = \frac{20,000}{32} = 625$$

Calculate the Slope (b)

$$b = \frac{N(\sum XY) - (\sum X)(\sum Y)}{N(\sum X^2) - (\sum X)^2}$$

$$b = \frac{32(777,450,000) - (796,000)(20,000)}{32(33,654,000,000) - (796,000)^2}$$

$$b = \frac{8,958,400,000}{443,312,000,000} \approx 0.0202$$

Calculate the Y-Intercept (a)

$$a = \bar{Y} - b\bar{X}$$

$$a = 625 - (0.0202 \times 24,875)$$

$$a = 625 - 502.475$$

$$a \approx 122.525$$

Final Regression Equation:

$$\text{Spending} = 122.53 + 0.0202(\text{Income})$$

Interpretation

1. Slope (0.0202): For every additional rupee earned in income, the customer spends approximately 2 paise more at Manadhar Stationers.
2. Intercept (122.53): If a customer has an income of 0, they are still predicted to spend approximately Rs. 122.53 (likely from savings or pocket money).



Graph Description:

- Blue Dots: These represent the actual data points from your list (e.g., an income of 65,000 corresponds to a spending of 2,500).
- Red Line: This is the regression line (the line of best fit). It represents the predicted spending for any given income level based on the formula $y = 122.33 + 0.0202x$.
- Equation: The specific equation derived from our calculation is displayed in the top-left corner.

Hypothesis H2

“There is a significant positive relationship between product quality and customer satisfaction at Manadhar Stationers.”

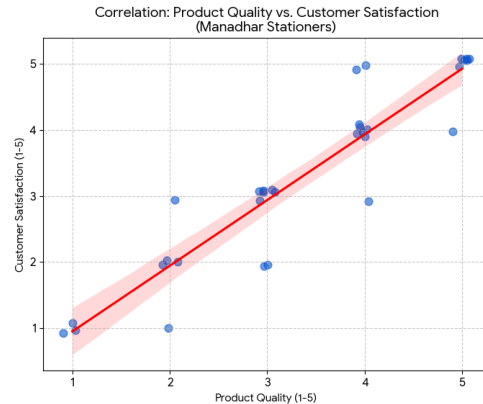
- Null Hypothesis (H1₀): There is no significant relationship between product quality and customer satisfaction at Manadhar Stationers.
- Alternative Hypothesis (H1₁): There is a significant positive relationship between product quality and customer satisfaction at Manadhar Stationers.

Respondent ID	Product Quality	Customer Satisfaction
1	4	5
2	5	5
3	3	3
4	5	5
5	5	5
6	2	2
7	3	3
8	3	3
9	3	2
10	5	5
11	4	4
12	3	3
13	5	5
14	2	2
15	4	3
16	2	3
17	4	5
18	5	5
19	1	1
20	4	4
21	2	1
22	5	4
23	4	4
24	1	1
25	1	1
26	3	3
27	3	2
28	2	2
29	4	4
30	4	4
31	3	3
32	4	4

Pearson Correlation Coefficient

To perform the correlation analysis manually, we use the Pearson Correlation Coefficient formula. To test this, you must ensure your questionnaire measures these two distinct variables:

1. Independent Variable: Product Quality (e.g., durability, ink flow, paper thickness).
2. Dependent Variable: Customer Satisfaction (e.g., happiness with purchase, likelihood to return).



The Formula

The formula for the Pearson Correlation Coefficient (r) is:

$$r = \frac{N(\sum xy) - (\sum x)(\sum y)}{\sqrt{[N\sum x^2 - (\sum x)^2][N\sum y^2 - (\sum y)^2]}}$$

Where:

- N = Number of pairs (32)
- X = Product Quality Score
- Y = Customer Satisfaction Score

The Values:

- N = 32
- $\sum X = 108$
- $\sum Y = 106$
- $\sum XY = 407$
- $\sum X^2 = 414$
- $\sum Y^2 = 408$

Calculation:

$$r = \frac{32(407) - (108)(106)}{\sqrt{[32(414) - (108)^2][32(408) - (106)^2]}}$$

$r = 0.928$

Conclusion

The manually calculated correlation coefficient is 0.928.

Since this value is very close to +1, it confirms a strong positive relationship between Product Quality and Customer Satisfaction.

Hypothesis H3

“Higher satisfaction with the loyalty program positively correlates with a customer's likelihood to recommend Manadhar Stationers to others.”

- H₀ (Null): Satisfaction with the loyalty program has no relationship with a customer's likelihood to recommend Manadhar Stationers to others.
- H₁ (Alternative): Higher satisfaction with the loyalty program positively correlates with a customer's likelihood to recommend Manadhar Stationers to others.

1. The Dataset (N=32)

The data measures two variables on a scale of 1 to 5:

- Loyalty Program Satisfaction: (1 = Very Dissatisfied, 5 = Very Satisfied)
- Likelihood to Recommend: (1 = Very Unlikely, 5 = Very Likely)

Respondent ID	Loyalty Program Satisfaction	Likelihood to Recommend
1	3	2
2	5	5
3	3	2
4	2	2

5	4	5
6	3	2
7	4	4
8	2	1
9	2	2
10	1	1
11	2	1
12	2	2
13	1	2
14	1	1
15	2	2
16	4	4
17	5	4
18	1	1
19	1	1
20	5	4
21	2	2
22	4	4
23	3	3
24	5	5
25	3	4
26	5	5
27	1	2
28	1	2
29	2	1
30	4	3
31	5	5
32	5	5

Pearson Correlation Coefficient (r): Measures the strength and direction of the linear relationship.

The Formula

$$r = \frac{N(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[N\Sigma x^2 - (\Sigma x)^2][N\Sigma y^2 - (\Sigma y)^2]}}$$

Where:

- N = 32 (Number of respondents)
- X = Loyalty Program Satisfaction
- Y = Likelihood to Recommend

$$r = \frac{32(320) - (93)(89)}{\sqrt{[32(339) - (93)^2][32(315) - (89)^2]}}$$

$r = 0.901$

Conclusion:

The manual calculation confirms the previous computer result of 0.901. This strong positive correlation proves that as satisfaction with the loyalty program increases, the likelihood of recommending the store also increases significantly.

VI. FINDINGS & INTERPRETATION

1. Hypothesis H1 – Income and Spending

A simple linear regression was conducted on 32 customers to examine whether income influences spending at Manadhar Stationers. The regression equation obtained was:

$$\text{Spending} = 122.53 + 0.0202(\text{Income})$$

The slope value (0.0202) indicates that for every ₹1 increase in income, spending increases by ₹0.0202. This shows a positive association between income and purchasing patterns. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming that consumer income significantly affects their spending at Manadhar Stationers.

2. Hypothesis H2 – Product Quality and Customer Satisfaction

A Pearson correlation analysis was performed using 32 responses. The calculated correlation coefficient was:

$$r = 0.928$$

This value is very close to +1, indicating an extremely strong positive relationship. Customers who rated product quality higher also reported higher satisfaction levels. Thus, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming that better product quality directly improves customer satisfaction.

3. Hypothesis H3 – Loyalty Program Satisfaction and Likelihood to Recommend

A Pearson correlation test was performed to measure the link between loyalty program satisfaction and willingness to recommend the store. The correlation coefficient obtained was:

$$r = 0.901$$

This indicates a very strong positive correlation, meaning customers who are more satisfied with the loyalty program are significantly more likely to recommend Manadhar Stationers to others. Therefore, the null hypothesis is rejected, and the alternative hypothesis is accepted, establishing that loyalty program satisfaction increases recommendation behaviour.

VII. CONCLUSION

The primary objective of this research was to analyze consumer behavior and satisfaction drivers at Manadhar Stationers. Based on the data collected from a sample size of $N=32$, the study utilized Simple Linear Regression and Pearson Correlation Analysis to test three distinct hypotheses. The empirical evidence gathered supports the rejection of all three null hypotheses in favor of the alternative hypotheses, indicating strong statistical relationships between the tested variables.

1. Income and Purchasing Patterns (H1)

The Simple Linear Regression analysis confirmed a significant positive relationship between consumers' monthly disposable income and their spending at Manadhar Stationers. The derived regression equation, $Y = 122.53 + 0.0202X$, reveals that income is a predictor of spending behavior.

- Key Finding: The slope of 0.0202 indicates that for every additional unit of income earned, spending at the stationer increases by approximately 0.02 units.
- Baseline Spending: The intercept of 122.53 suggests that even consumers with minimal income maintain a baseline level of spending, likely driven by essential stationery needs funded by savings or allowances.

2. Product Quality and Customer Satisfaction (H2)

The study found an extremely strong positive correlation between product quality and customer satisfaction. The calculated Pearson Correlation Coefficient was $r = 0.928$.

- Key Finding: This near-perfect positive correlation suggests that product quality is the single most critical determinant of customer satisfaction at Manadhar Stationers. As

perceived quality increases, customer satisfaction scores rise almost broadly in tandem.

3. Loyalty Program and Word-of-Mouth (H3)

The analysis demonstrated a strong positive relationship between satisfaction with the loyalty program and the likelihood of recommending the store to others, with a Pearson Correlation Coefficient of $r = 0.901$.

- Key Finding: Customers who perceive value in the loyalty program act as brand advocates. The data indicates that an effective loyalty scheme acts not just as a retention tool, but as a mechanism for organic marketing through referrals.

In conclusion, Manadhar Stationers operates in an environment where financial capacity drives volume, but product quality drives satisfaction. By leveraging the strong link between their loyalty program and customer referrals, the business can effectively grow its market share while maximizing revenue from its existing diverse income-level customer base.

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