

An Analytical Study on Retailer Purchase Behaviour Towards Fish Net Products of Vasantham Industrial Centre

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Abstract

Retailers play a significant role in influencing the market performance of fish net manufacturing companies, as they act as intermediaries between manufacturers and end consumers. The present study aims to analyze retailer purchase behaviour toward fish net products of Vasantham Industrial Centre, Konam, Nagercoil. The study focuses on identifying the major factors influencing retailer buying decisions, retailer satisfaction, and the problems faced while purchasing fish net products. Primary data were collected from 90 retailers using a structured questionnaire. Statistical tools such as Factor Analysis, Correlation Analysis, Mean Score Analysis, and Regression Analysis were applied using SPSS software. The findings reveal that price competitiveness, product quality, brand reputation, credit facilities, product availability, and profit margin significantly influence retailer purchase behaviour. Factor analysis extracted two major components namely Price-Quality Trade-off Orientation and Brand Evaluation Behaviour. Correlation analysis indicates a strong positive relationship between price competitiveness, product quality, and brand reputation. Regression analysis confirms that price influence significantly affects retailer purchasing patterns. The study concludes that maintaining competitive pricing, consistent product quality, timely supply, and effective retailer relationship management are essential for improving retailer satisfaction and strengthening market performance.

Keywords: Brand Reputation, Fish Net Products, Price Competitiveness, Product Quality, Retailer Purchase Behaviour, Retailer Satisfaction.

Introduction

In the modern competitive business environment, understanding retailer purchase behaviour has become highly important for manufacturing organizations to achieve sustainable growth and market stability. Retailers act as a bridge between manufacturers and end consumers and play a vital role in influencing customer preferences and product availability in the market. Retailer

purchasing decisions are generally influenced by several factors such as product quality, price, availability, brand reputation, profit margin, and customer demand.

In the fish net manufacturing industry, retailers hold a significant position because fishermen mainly depend on retailers for purchasing fish nets and related products. Retailers influence the selection of brands and products by recommending fish nets based on durability, strength, price, and customer demand. Therefore, understanding retailer purchase behaviour helps manufacturers improve product quality, marketing strategies, and distribution efficiency

Vasantham Industrial Centre, located at Konam, Nagercoil, is a leading fish net manufacturing unit engaged in producing durable nylon fish nets for marine and inland fishing activities. Due to increasing competition and changing retailer expectations, the company needs to understand the buying behaviour and satisfaction level of retailers to improve sales performance and market relationships. The present study focuses on examining retailer purchase behaviour toward fish net products of Vasantham Industrial Centre and identifying the major factors influencing their buying decisions.

Literature Review

Several studies have examined retailer buying behaviour and the factors influencing purchasing decisions across industries. Hansen and Skytte (1998) explained that retailer buying behaviour is influenced by product quality, supplier relationship, trade agreements, and market information. The study emphasized that retailers act as gatekeepers between manufacturers and consumers.

Dvorak, J., Komarkova, L., and Stehlik, L. (2021) explained that the COVID-19 crisis increased the use of e-commerce and digital purchasing among customers and retailers. The study highlighted that customers adapted to digital purchasing faster than retailers.

Pereira, M. L., Petroll, M. D. L. M., Soares, J. C., de Matos, C. A., and Hernani-Merino, M. (2023) found that channel integration, convenience, and perceived value positively influence impulse buying behaviour in omnichannel retailing.

Rabbi, M. F., Oláh, J., Popp, J., Máté, D., and Kovács, S. (2021) emphasized that income reduction, food price increases, and supply shortages significantly affected consumer buying behaviour during the COVID-19 crisis.

Xu, Y., Hua, G., Cheng, T. C. E., Choi, T. M., Li, Y., and Liu, S. (2023) explained that reverse logistics costs and customer return behaviour affect retailer profitability in online apparel retailing.

Childs, M., Blanchflower, T., Hur, S., and Matthews, D. (2020) found that store ambience, product quality, and shopping enjoyment significantly influence consumer buying behaviour and customer loyalty in non-traditional retail marketplaces.

Statistical Tools

- Factor Analysis
- Correlation Analysis

Research Methodology

The study adopts both descriptive and analytical research designs to examine retailer purchase behaviour toward fish net products of Vasantham Industrial Centre. Primary data were collected directly from retailers using a structured questionnaire, while secondary data were collected from company records, journals, books, and websites. The population of the study includes retailers dealing with fish net products in and around Nagercoil and nearby coastal regions. Convenience sampling technique was adopted for selecting respondents. The sample size consists of 90 retailers involved in purchasing fish net products from Vasantham Industrial Centre. The study was conducted on over three from January 2026 to April 2026.

Objectives of the Study

- To study the buying behaviour and preferences of retailers toward different fish net products.
- To analyze the factors influencing retailer purchasing decisions toward Vasantham Fish Net products.

Retailer Buying Behaviour Towards Fishnet Products

Factor analysis was conducted to identify the major factors influencing retailer purchase behaviour towards Vasantham Fish Net products. The variables considered include price preference, affordability, quality preference, durability, willingness to pay for quality, brand loyalty, and brand reputation

Table 1 Factor Analysis for Retailer Buying Behaviour Towards Fishnet Products

Rotated Component Matrix			
	Price Preference	Quality Preference	Brand Evaluation Behaviour
In-depth evaluation of options, including features and reviews	.770		
Durability and long-term performance prioritized over price	.731		
Brand reputation heavily influencing decision-making	.630		
Regular, consistent purchases from the same brand	.545		
High susceptibility to sales, discounts, and promotional offers		.533	
Preference for premium-quality nets despite higher expense			
Willingness to pay a premium for improved quality and durability		.788	
Price-sensitive purchasing with moderate quality preference		.755 .588	
Active comparison of brands prior to final selection			.857
Affordability-driven selection prioritizing low initial cost over longevity			.676

Table 2 KMO and Bartlett’s Test

KMO	0.798
Approx. Chi-Square	228.015
df	45
Sig.	0.000

Extraction Method: Principal Component Analysis

Rotation Method: Varimax with Kaiser Normalization

Source: Primary Survey

The Rotated Component Matrix analysis identifies three major factors influencing retailer buying behaviour towards fish net products: Price Preference, Quality Preference, and Brand Evaluation

Behaviour. The first factor, Price Preference, shows that retailers mainly focus on durability, long-term performance, and brand reputation while making purchase decisions. The second factor, Quality Preference, indicates that retailers prefer premium-quality fish nets and are willing to pay a higher price for better quality and durability. The third factor, Brand Evaluation Behaviour, highlights that retailers actively compare brands and consider affordability before finalizing their purchase. Overall, the analysis reveals that retailer purchasing behaviour is strongly influenced by price, quality, and brand-related factors.

Relationship Between Key Retailer Buying Variables

Correlation analysis was conducted to examine the relationship between price competitiveness, product quality, and brand reputation of Vasantham Fish Net products.

Table 3 Correlation Analysis Relationship Between Key Retailer Buying Variables

Variables	Price Competitiveness	Product Quality	Brand Reputation
Price Competitiveness	1.000	0.640**	0.640**
Product Quality	-	1.000	-
Brand Reputation	-	-	1.000

** Correlation is significant at the 0.01 level.

Source: Primary Survey

The correlation analysis reveals that Price Competitiveness has a significant positive relationship with Product Quality ($r = 0.640$, $p < 0.01$) and Brand Reputation ($r = 0.640$, $p < 0.01$). Further, Product Quality has a perfect positive correlation with Brand Reputation ($r = 1.000$, $p < 0.01$), indicating that retailers strongly associate product quality with the company's market reputation. The significance value is less than 0.05; therefore, the null hypothesis is rejected. Hence, there is a significant correlation between the important variables influencing retailer buying behaviour towards fish net products. Overall, the analysis indicates that competitive pricing, good product quality, and strong brand reputation positively influence retailer purchasing decisions and strengthen retailer confidence towards Vasantham Fish Net products.

Findings of the Study

- The study found that retailer purchase behaviour towards fish net products is mainly influenced by price competitiveness, product quality, and brand reputation.
- Retailers prefer durable and high-quality fish nets even if the products are available at a slightly higher price.
- Factor analysis identified three important dimensions influencing retailer buying behaviour namely Price Preference, Quality Preference, and Brand Evaluation Behaviour.
- The correlation analysis revealed a strong positive relationship between price competitiveness, product quality, and brand reputation, which significantly influence retailer purchasing decisions.
- Retailers actively compare different brands before making purchase decisions and show greater preference towards trusted and reputed brands.
- Retailers expect regular product availability, timely delivery, and better customer support from the company.
- The study indicates that maintaining competitive pricing and consistent product quality can improve retailer satisfaction and strengthen long-term business relationships.

Suggestions of the Study

- Vasantham Industrial Centre should maintain competitive pricing strategies to attract and retain retailers in the highly competitive fish net market.
- The company should continue improving product quality and durability to increase retailer confidence and customer satisfaction.
- Regular product supply and timely delivery should be ensured to avoid retailer dissatisfaction and product shortages.
- The organization can strengthen retailer relationships through effective communication, after-sales support, and quick complaint handling systems.
- Promotional activities, trade discounts, and credit facilities may be improved to encourage higher retailer purchases.
- The company should focus on building strong brand reputation through consistent quality and effective marketing strategies.
- Periodic feedback from retailers should be collected to understand changing market expectations and improve business performance.

Conclusion

The study concludes that retailer purchase behaviour toward Vasantham Industrial Centre's fish net products is significantly influenced by factors such as price competitiveness, product quality, brand reputation, credit facilities, customer demand, and product availability. Statistical analysis confirms that both product-related and market-related factors shape retailer buying behaviour. The findings also reveal that retailers expect better complaint handling and stronger relationship management from the company. By improving pricing strategies, maintaining quality standards, ensuring regular supply, and strengthening retailer support services, Vasantham Industrial Centre can improve retailer satisfaction and enhance its competitive position in the fish net manufacturing industry.

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