

**A PROJECT REPORT ON
“ THE ROLE OF MARKETING IN DETERMINING THE CONSUMER
PURCHASING BEHAVIOUR”**



**1051-20-405-001
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Project submitted in partial fulfillment of for the award of the degree of

B. Com Computer Applications

By

Osmania University, Hyderabad-500007



Certificate

This is to certify that the project work entitled

“A STUDY ON THE ROLE OF MARKETING IN DETERMINING THE CONSUMER PURCHASING BEHAVIOUR”

Is the Bonafide work done by

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As a part of their curriculum in the Department of Commerce

Aurora's Degree & PG College,

Chikkadpally, Hyderabad-500020.

This work has been carried out under my guidance

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ANNEXURE I

DECLARATION

I hereby declare that this project titled "A STUDY ON THE ROLE OF MARKETING IN DETERMINING THE CONSUMER PURCHASING BEHAVIOUR" submitted by me to the Department of Commerce, Osmania University, Hyderabad, is a bonafide work undertaken by me and it is not submitted to any other university or institution for the award of any degree, diploma/certificate or published any time before.

Name and Address of the Student

JANGID ASHA

HYDERABAD

Signature of the Student



Certificate of Participation

Online Workshop
RESEARCH METHODOLOGY & PROJECT REPORT

Organised by
Department of Commerce
Osmania University, Hyderabad

This is to certify that Mrs. Veena Malkhed, Aurora's Degree and PG College has participated in Online Workshop on "Research Methodology & Project Report" organized by the Department of Commerce, Osmania University, Hyderabad, Telangana State on 11th April, 2022.

Prof. V. Usha Kiran

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This is to certify that Mr/Kum Jangid Asha

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has participated in **Free Online Student Development Program (SDP)** on
"Project Report Preparation", Organized by Telangana State Council of
Higher Education, Department of Commerce-Osmania University and
Government City College(A), Hyderabad to the B.Com Students on 25
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Chairman, TSCHE

ANNEXURE-II

CERTIFICATION

This is to certify that the Project Report title “A STUDY ON THE ROLE OF MARKETING IN DETERMINING THE CONSUMER PURCHASING BEHAVIOUR” submitted in partial fulfilment for the award of B. Com Computer Applications Programme of Department of Commerce, Osmania University, Hyderabad, was carried out by **JANGID ASHA** under my guidance. This has not been submitted to any other University or Institution for the award of any degree/diploma/certificate.

Name of the Mentor
Mrs.VEENA MALKHED

Signature of the Mentor

ACKNOWLEDGEMENT

This project work would not have been complete without the mention of following people. We express our hearty gratitude to our principal sir **Dr. Viswanadham Bulusu** for providing us the opportunity and platform to work on the project.

And our project mentor **Mrs.Veena Malkhed** who has supported and guided us throughout our project .

ABSTRACT

The performance of marketing functions is basically about consumer needs and wants with the appropriate products and services. It is the responsibility of the firm to adopt appropriate marketing strategy to attract customers to its product and since it is generally believed that the marketing strategy affects the consumer buying behaviour. Therefore it is an attempt to examine how the use of marketing strategies have generated sales. It is to understand the relationship between the marketing strategies and consumer purchasing behaviour. The goods are produced to meet the needs of consumer. So that the analysis of consumer behaviour is one of the foundations on which future marketing is depends. Consumers have wide variety of goods and they are influenced by many factors both internal and external.

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CHAPTER-1 INTRODUCTION

INTRODUCTION

THE ROLE OF MARKETING IN DETERMINING CONSUMER PURCHASING BEHAVIOUR

“Consumer behaviour is the decision process and physical activity individuals engage in when evaluating, acquiring, using of goods and services”. Consumer Behaviour refers to the study of buying tendencies of consumers. An individual who goes for shopping does not necessarily end up buying products. There are several stages a consumer goes through before he finally picks up things available in the market. Various factors, be it cultural, social, personal or psychological influence the buying decision of individuals. Marketers need to understand the behaviour of consumers for their products to do well. It is really important for marketers to understand what prompts a consumer to purchase a particular product and what stops him from buying. To cope up with these differences and to bridge this gap it becomes necessary to understand the behaviour of different customers with different approaches. How consumers are influenced by their immediate surroundings, family members, friends, co-workers and so on. What a consumer thinks when he goes out for shopping? A marketer needs to first identify his target consumers and understand their lifestyles, psychologies, income, spending capabilities, mentalities to offer them the right product. Individuals from lower income group would never be interested in buying expensive and luxurious products. Marketing strategies and tactics are normally based on explicit and implicit beliefs about consumer behaviour. Decision based on explicit assumptions and sound theory and research are more likely to be successful than the decisions based solely on implicit intuition. Consumer behaviour is the study of the way people seek, purchase, use, evaluate and dispose of products and services..... Consumer behaviour can be used by marketers to create the marketing strategy; targeting each consumer effectively once they understand their needs and wants through the research of consumer behaviour. Consumer behaviour is the study of the way people seek, purchase, use, evaluate and dispose of products and services. It is the psychology of marketing, and it is used to determine why consumers seek one product alternative from the other.

Consumer behaviour can be used by marketers to create the marketing strategy; targeting each consumer effectively once they understand their needs and wants through the research of consumer behaviour. A marketing strategy is created by market research, which the needs,

attitudes and competitor products are evaluated, as well as the packaging, sales and distribution of a product.

Consumer behaviour is an integral part of human behaviour. We cannot separate from it.

Consumer behaviour is reflected from awareness about products post purchase evaluation.

This evaluation indicate whether the consumer satisfaction or not satisfaction from purchase.

Consumer behaviour is a complex , dynamic ,Multidimensional process and all marketing decisions are based on the assumptions about consumer behaviour. Consumer behaviour includes communicating , Purchasing , and consuming , interacting . There are two process involved in Consumer behaviour. That is: Individual Process

(Psychological),Group Process(Social) Consumer behaviour is obtaining –purchase receipt of product consumer –how ,where ,when and under what circumstances use product disposing – get rid.

The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media). The behaviour of consumers while shopping or making other marketing decisions. Limitations in consumer knowledge or information ,processing abilities influence decisions and marketing outcome. How consumer motivation and decision strategies differ between products that differ in their level of importance or interest that they entail for the consumer; and How marketers can adapt and improve their marketing. campaigns and marketing strategies to more effectively reach the consumer. One "official" definition of consumer behaviour is "The study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society."

Although it is not necessary to memorize this definition, it brings up some useful points:

Behaviour occurs either for the individual, or in the context of a group (e.g., friends influence What kinds of clothes a person wears) or an organization (people on the job make decisions as to Which products the firm should use).

Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.

NATURE OF CONSUMER BEHAVIOUR

1. Influenced by various factors: The various factors that influence the consumer behaviour are as follows:

- Marketing factors such as product design, price, promotion, packaging, positioning and distribution.
- Personal factors such as age, gender, education and income level.
- Psychological factors such as buying motives, perception of the product and attitudes towards the product.
- Situational factors such as physical surroundings at the time of purchase, social surroundings and time factor.
- Social factors such as social status, reference groups and family.
- Cultural factors, such as religion, social class—caste and sub-castes.
- Undergoes a constant change: Consumer behaviour is not static. It undergoes a change over a period of time depending on the nature of products. For example, kids prefer colourful and fancy footwear, but as they grow up as teenagers and young adults, they prefer trendy footwear, and as middle-aged and senior citizens they prefer more sober footwear. The change in buying behaviour may take place due to several other factors such as increase in income level, education level and marketing factors.
- Varies from consumer to consumer: All consumers do not behave in the same manner. Different consumers behave differently. The differences in consumer behaviour are due to individual factors such as the nature of the consumers, lifestyle and culture. For example, some consumers are technological. They go on a shopping and spend beyond their means. They borrow money from friends, relatives, banks, and at times even adopt unethical means to spend on shopping of advance technologies. But there are other consumers who, despite having surplus money, do not go even for the regular purchases and avoid use and purchase of advance technologies.
- Information on consumer behaviour is important to the marketers: Marketers need to have a good knowledge of the consumer behaviour. They need to

study the various factors that influence the consumer behaviour of their target customers. The knowledge of consumer behaviour enables them to take appropriate marketing decisions in respect of the following factors: a. Product design/model b. Pricing of the product c. Promotion of the product d.

Packaging

- Varies from product to product: Consumer behaviour is different for different products. There are some consumers who may buy more quantity of certain items and very low or no quantity of other items. For example, teenagers may spend heavily on products such as cell phones and branded wears for snob appeal, but may not spend on general and academic reading. A middle- aged person may spend less on clothing, but may invest money in savings, insurance schemes, pension schemes, and so on.

Consumer behaviour study helps in identifying the unfulfilled needs and wants of consumers. This requires examining the trends and conditions operating in the marketplace, consumers' lifestyles, income levels and emerging influences. This may reveal unsatisfied needs and wants. the trend towards increasing number of dual income households and greater emphasis on convenience and leisure have led to emerging needs for household gadgets such as washing machine, mixer grinder, vacuum cleaner and childcare centres etc. Mosquito repellents have been marketed in response to a genuine and unfulfilled consumer need.

(ii) Selecting target market: A review of market opportunities often helps in identifying distinct consumer segments with very distinct and unique wants and need. Identifying these groups, learning how they behave and how they make purchase decisions enables the marketer to design and market products or services particularly suited to their wants and needs. For example, consumer studies revealed that many existing and potential shampoo users did not want to buy shampoo packs priced at Rs. 60 or more and would rather prefer a low priced sachet containing enough quantity for one or two washes. The finding led companies to introduce the shampoo sachet which became a good seller.

(iii) Marketing-mix decisions: Once unsatisfied needs and wants are identified, the marketer has to determine the right mix of product, price, distribution and promotion. Here too, consumer behaviour study is very helpful in finding answers to many perplexing questions.

Product: The marketer designs the product or service that would satisfy unfulfilled needs or wants. Further decisions regarding the product concern to size, shape and features. The marketer has also to decide about packaging important aspects of service, warranties and accessories etc. Nestle first

introduced Maggie noodles in masala and capsicum flavours. Subsequently, keeping in view the consumer preferences in some regions, the company introduced garlic, and other flavours.

Price: The second important component of marketing mix is price. Marketers must decide what price to charge for the product or service. These decisions will influence the flow of revenue to the company. Should the marketer consumer price sensitive and would a lower price stimulate sales? Should there be any price discounts? do consumers perceive lower price as being indicative of poor quality? To answer such questions, the marketer must understand the way the company's product is perceived by consumers, the importance of price as a purchase decision variable.

1.1 NEED OF THE STUDY

- To identify the factors influencing the customers to purchase the more of products and to know which products people want.
- Consumer behaviour is the study of how individual customers, groups or organizations select, buy, use goods to satisfy their needs and wants.

1.2 OBJECTIVES OF THE STUDY

- To understand the relationship between marketing strategies and consumer purchasing behaviour.
- To identify the factors influencing the customer to purchase the more of a product.
- To analyse the increase the sales by targeting both existing and new customers through marketing.

1.3 RESEARCH METHODOLOGY

Research methodology is the specific procedures or techniques used to identify, select, process, and analyse information about a topic. In a research paper, the methodology section allows the reader to evaluate a study's overall validity and reliability.

- **SOURCE OF DATA:** Data which is to be used for the project has come from both primary as well as secondary sources.
- **PRIMARY DATA:** Primary data was collected through a survey questionnaire
- **SAMPLE SIZE:** Sample size refers to the number of respondents researcher have selected for the survey. In this study the sample size is taken as 30.
- **SAMPLE AREA:** Samples are collected from respondents, consumers, and students in a particular area.

1.4 SCOPE OF THE STUDY

Consumer buying behaviour studies various situations such as what do consumer buy, why do they buy, when do they buy, how often do consumer buy. Consumer behaviour helps the marketer to know how consumers spend their buying decisions. The study will focus on the relationship between the consumer buying behaviour and marketing. In order to analyse the study, the questionnaire has been administrated.

1.5 LIMITATIONS

- The survey is conducted in a limited period.
- Individual who has filled the form may not have given a true and fair response.
- Primary data which is collected may not be accurate because some respondents might be reluctant in filling the questionnaire.

CHAPTER-2 REVIEW OF LITERATURE

REVIEW OF LITERATURE

1. TITLE: FACTORS IMPACTING CONSUMER BUYER BEHAVIOR AUTHOR: KOTLER AND KELLER

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

One of such studies of consumer buying behaviour has been conducted by Acebron et al (2000). The aim of the study was to analyse the impact of previous experience on buying behaviour of fresh foods, particularly mussels. In their studies the authors used structural equation model in order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. Another study conducted by Variawa (2010) analysed the influence of packaging on consumer decision making process for Fast Moving Consumer Goods. The aim of the research was to analyse the impact of packaging for decision making processes of low-income consumers in retail shopping. A survey method has been used in order to reach the research objectives. In a survey conducted in Star Hyper in the town of Canterville 250 respondents participated. The findings of the research indicate that low-income consumers have more preferences towards premium packaging as this can also be re-used after the product has been consumed. Although the findings indicate that there is a weak relationship between the product packaging and brand experience.

2. TITLE: EVALUATION OF PURCHASE DECISIONS AND POST PURCHASE

AUTHOR: LEE AND ACEBRON

Lee (2005) carried out study to learn the five stages of consumer decision making process in the example of China. The researcher focuses on the facts that affect the consumer decision making process on purchasing imported health food products, in particular demographic effects such as gender, education, income and marital status. The author employed questionnaire method in order to reach the objectives of the research. Analysis of five stages of consumer decision making process indicate that impact of family members on the

consumer decision making process of purchasing imported health food products was significant.

The author further explains this by the fact Chinese tradition of taking care of young and old family members have long been developed and marriage is considered to be extremely important in Chinese tradition. This reflects in the findings of the study that the purchase of imported health food products made by a person for the people outside the family is declined significantly by both male and female Chinese after they get married.

Five Stages Model of consumer decision making process has also been studied by a number of other researchers. Although different researchers offer various tendencies towards the definitions of five stages, all of them have common views as they describe the stages in similar ways. One of the common models of consumer decision making process has been offered by Blackwell et al (2006). According to him, the five stages of consumer decision making process are followings: *problem/need recognition, information search, evaluation of alternatives, purchase decision made and post-purchase evaluation.*

Each stage is then defined by a number of researchers varying slightly but leading to a common view about what each stage involves. For example, according to Bruner (1993) first stage, need recognition occurs when an individual recognizes the difference between what they have and what they want/need to have. This view is also supported by Neal and Questel (2006) stating that need recognition occurs due to several factors and circumstances such as personal, professional and lifestyle which in turn lead to formation of idea of purchasing. Finally, post-purchase decision involves experience of the consumer about their purchase. Although the importance of this stage is not highlighted by many authors Neal et al (2004) argues that this is perhaps one of the most important stages in the consumer decision making process as it directly affects the consumers' purchases of the same product or service from the same supplier in the future.

3. TITLE: MARKETING DEPENDS ON CUSTOMERS BEING AWARE OF THE PRODUCTS

AUTHOR: MELDRUM AND MCDONALD

Importance of the marketing mix can be explained in a way that “successful marketing depends on customers being aware of the products or services on offer, finding them available in favourably judging that practitioners of the offering in terms of both price and performance” (Meldrum and McDonald, 2007, p.4).

Core elements of marketing mix consist of product, price, place and promotion. Marketing mix has been expanded to comprise additional 3Ps as processes, people and physical evidence.

Product element of marketing mix relates to products and services that are offered to customers to be purchased. Products can have three levels: core, actual and supporting products.

For example, core product in relation to mobile phones can be explained as the possibility to communicate with other people in distance. Actual product, on the other hand, relates to specific brand and model of a mobile phone, whereas augmented product may relate to product insurance and one-year warranty associated with the purchase of a mobile phone.

Bagozzi, R. & Warsaw, L. (1990) "Trying to Consumer" Journal of Consumer Research It is important to note that The Five Stage Model is not the only model related to consumer decision-making, and there are also a range of competing models that include Stimulus-Organism-Response Model of Decision Making developed by Hebb in 1950's, Prescriptive Cognitive Models, The Theory of Trying (Bagozzi and Warsaw, 1990), Model of Goal Directed Behaviour (Perugini and Bagozzi, 2001) and others. All of these models are analysed in great detail in Literature Review chapter.

4. TITLE: UNDERSTANDING OF CONSUMER KNOWLEDGE, JUDGEMENT AND BELIEFS

AUTHOR: HOWRATH

The strategy is simple yet exposes a deep understanding of consumer knowledge, judgement and beliefs. This resolution building is significant to responses. This has: Inputs, perceptions, outputs, and exogenous variables. People need certain facts to make decisions. Buying behaviour studies show that it's vital because people like communal and public support. These characteristics, such as objectives, beliefs, and understanding, influence consumers' decision-making. Perceptual preference occurs when a person compresses knowledge according on his needs and actions. Contentment or dissatisfaction follow shopping. Redemption boosts brand understanding and approach. Negative attitudes emerge from unhappiness. Exogenous variables don't affect the choice technique. They indirectly impact consumers and vary by user. Character, social class, marketing, and economic standing . All four criteria stated affect decision-making.

CHAPTER-3
THEORITICAL REVIEW

THEORITICAL REVIEW

On the first hand, we choose to define marketing as the 4 P's: product, price, place, and promotion. Marketing interacts with the customer and vice-versa. In order to develop products, to decide the price, the place and the promotion, marketing needs to study the customer. In fact, it has to go through different aspects of the customer: his/her needs and wants, demands; without forgetting his/her psychological and environmental factors. This interaction between marketing and customer has an objective: impacting the buying process. The purpose of this thesis is to demonstrate how marketing is impacting on the customer's buying behaviour, through his/her needs and wants; by manipulating and/or influencing Consumer behaviour theory is the study of how people make decisions when they purchase, helping businesses and marketers capitalise on these behaviours by predicting how and when a consumer will make a purchase. It helps to identify what influences these decisions

THERE ARE DIFFERENT TYPES OF BUYERS



- Perfectionist: the customer looks for the best quality of product.
- Brand-aware: the customer prefers brands and designer labels.
- Hedonist: the customer treats shopping as a form of enjoyment.
- Price-aware: the customer seeks low prices, sales, or discounts.
- Fashion-aware: the customer likes to be up-to-date and seeks variety.
- Impulsive: the customer is prone to spontaneous purchases.
- Confused: the customer experiences too much information or choice.
- Habitual: the customer is loyal to brands and follows a routine.

BUYING BEHAVIOUR OF THE CONSUMER

1. Routine response: Brand recognition and repetition plays a large part in this type of buying behaviour. People will purchase a brand they recognise, have tried before, or like the best.

For example, when choosing a loaf of sliced bread, you'll probably have a favourite that you reach for most often. This type of buying doesn't require much thought.

2. Limited decision-making: Often mid-level, occasional buying decisions fall into this category. They require some research and little amount of thought before making a choice.

For example, you might be going out to the cinema and want to eat dinner beforehand so look at the restaurants nearby. You pick one that's within your budget, that offers the food you like, that's within a short walking distance and that has a table for the time you'd like.

3. Extensive decision-making: Buying decisions that involve a big financial investment or personal impact fall into this category. Most buyers will spend an extensive amount of time researching before making a decision. Buying a house is one example. Many in the market for a new home will research thoroughly, view numerous properties, weigh up different options, visit local areas, check the nearby schools and facilities etc. before a purchase is made.

4. Impulse buying

An impulse buy has no prior planning. It is a purchase made on a whim and with little thought. It's often irrational and in the moment.

For example, if you're waiting in a line to buy your lunch and see a magazine within easy reach with an eye-catching front cover, then you might pick it up and buy it with no in-depth consideration. These 'types' will change depending on the situation and person. For example, a consumer who has just started a low-fat diet might take longer choosing a food item by checking the ingredients online and looking at reviews than someone who isn't. An affluent person might impulse-buy a car, whereas another might spend an extensive amount of time researching different options and going for test drives.

Putting Consumer Behaviour Theory into Practice

Understanding the different types of buying decision and mapping these against your target audience and buyer personas will help you to craft compelling marketing messages, eye-catching packaging, the right pricing models, deals and discounts and other benefits to hook in your consumer. Assessing trends and watching the changes in consumer buying patterns will also ensure you not only sell a product or service that people want, but that you can keep up with demand. You'll be able to make predictions and plan the best times for launches and special offers. It's important to understand that there are numerous variables and that not every consumer is the same. Map out different scenarios, and attempt to put yourself in the mind of your shopper. For example, a person who is usually an extensive researcher and is forced to make an impulse decision might appreciate a 30-day cooling off period, allowing them to return the purchase if it turns out not to be suitable.

Top factors that influence **consumer behaviour**

Customer behaviour is shaped by a few key factors.

1. Psychological

Psychological factors include a person's attitude, perceptions about a situation, their ability to understand information, what motivates them, their personality and beliefs.

For example, a person who is actively reducing their plastic consumption will buy differently to someone who doesn't believe in climate change.

2. Personal

Personal characteristics include age, gender, financial situation, occupation, background, culture and location.

An older person will probably shop in a different way to a younger person, for example with a preference for bricks-and-mortar stores rather than online shopping.

3. Social

Social influences can include a person's friends, family, community, work or school community, or groups they associate with such as a local church or hobby group. It can also include social class, living conditions and education.

CHAPTER-4
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

1. THE AGE OF THE RESPONDENTS

TABLE 4.1

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
15-25	29	97%
25-35	0	0%
35-40	1	3%

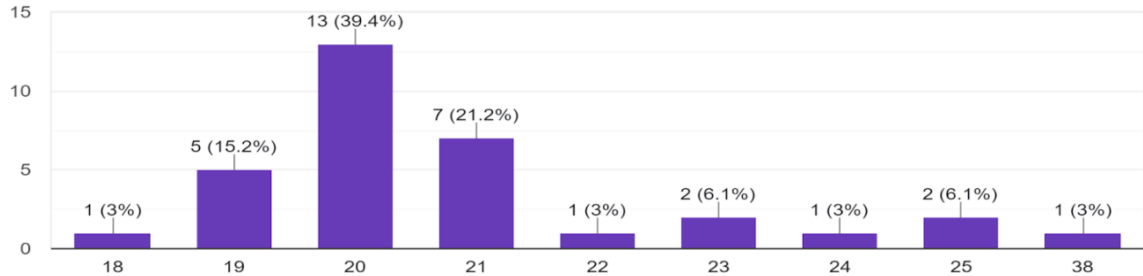


Figure-4.1

INTERPRETATION:

In the above data 97% of respondents fall between the age group of 15-25 and 3% of the respondents fall between the age group of 35-40.

2.THE GENDER OF THE RESPONDENTS.

TABLE 4.2

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE %
Male	13	40%
Female	20	60%

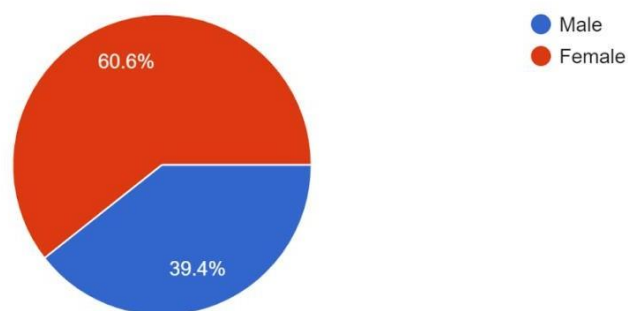


FIGURE4.2

INTERPRETATION:

From the above data we can see that there are more female respondents than male. There are 20 respondents i.e, 60% are females and other 13 respondents i.e, 40% are males.

3. FACTORS DO YOU CONSIDER WHEN MAKING A PURCHASE.

TABLE 4.3

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
PRICE	0	0%
QUALITY	3	18%
PRODUCT	0	0%
ALL	27	82%

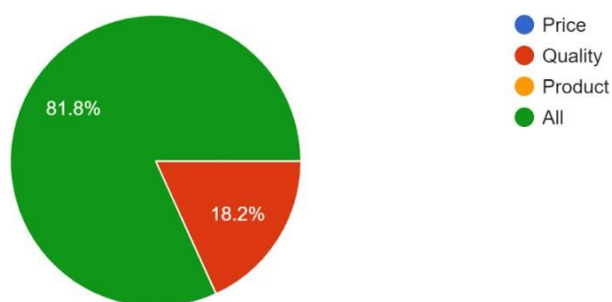


FIGURE4.3

INTERPRETATION:

Form the above data we can see that out of total respondents 82% of them prefer to choose the all the factors,18% of them prefer to choose the quality, 0% i.e, none of them prefers to go with price when they make the purchase.

4. HOW OFTEN DO YOU PURCHASE PRODUCTS

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
ON DAILY BASIS	2	15%
WEEKLY	8	24%
MONTHLY	20	60%

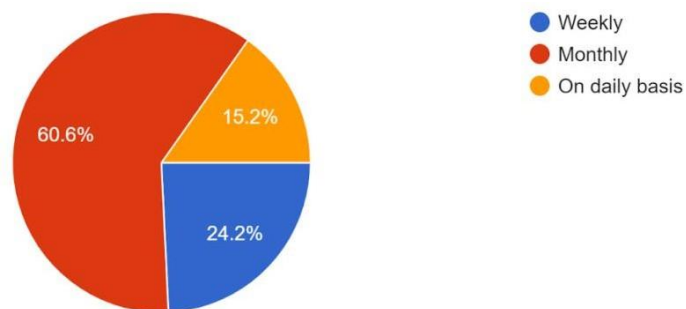


FIGURE4.4

INTERPRETATION:

From the above data we can see that out of total respondents 15% of them prefer to purchase the products on the daily basis, 24% of the respondents prefer to purchase weekly and 60% of the respondents prefer to purchase monthly.

5. PREFER PURCHASING FROM PHYSICAL STORES OR ONLINE STORES

TABLE4.5

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
PHYSICAL STORES	28	88%
ONLINE STORES	2	12%

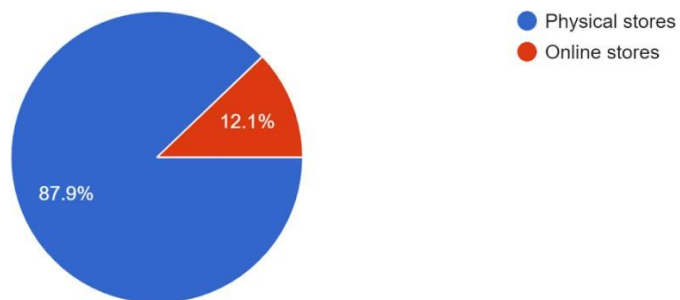


FIGURE4.5

INTERPRETATION:

From the above data we can see that out of the total respondents 88% of them choose to purchase the products from the physical stores and 12% of them choose to purchase the products from the online stores.

6. ADVERTISING INFLUENCE YOUR PURCHASING DECISIONS

TABLE4.6

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
YES	11	51%
NO	2	15%
MAY BE	17	33%

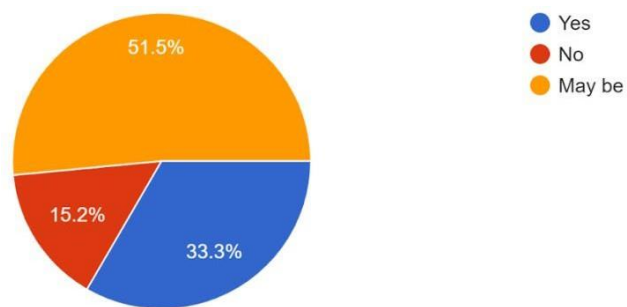


FIGURE4.6

INTERPRETATION:

From the above data we can see that the purchasing decision of the respondents 51% of them get influenced by the advertising, 15% of them are not influenced by the advertising and 33% of them comes in the category of may get influenced.

7. EVALUATE THE QUALITY OF A PRODUCT BEFORE MAKING A PURCHASE

TABLE4.7

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
PRODUCT DURABILITY AND LIFESPAN	22	67%
PERFORMANCE AND INTENDED FUNCTION	8	33%

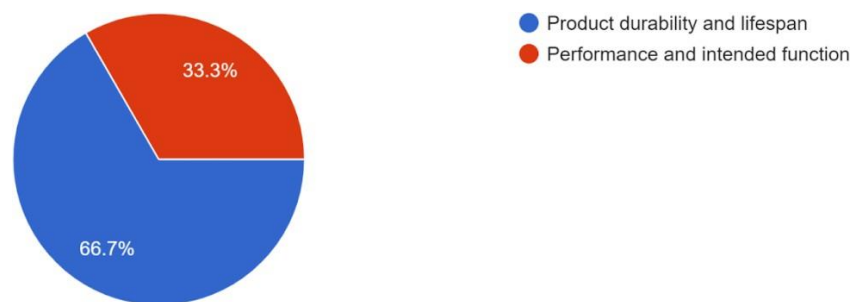


FIGURE4.7

INTERPRETATION:

From the above data we can see that respondent evaluate the quality of a product before making a purchase 67% of them choose the product durability and lifespan and 33% of them choose the performance and intended function.

8. COMPARE PRICES BEFORE MAKING A PURCHASE

TABLE4.8

GIVEN CHOICES	NO.OF RESPONDENTS	PERCENTAGE%
YES	20	60%
NO	10	40%
SOMETIMES	0	0%

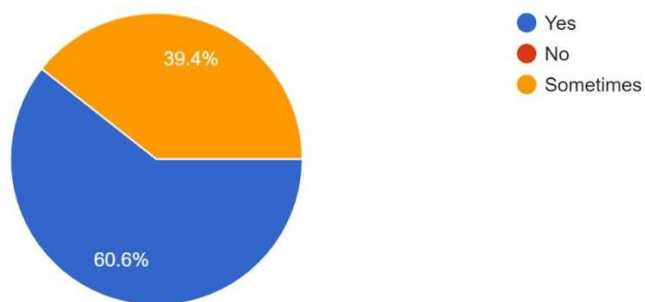


FIGURE4.8

INTERPRETATION:

From the above data we can see that out of the total respondents 60% i.e,20 of them compare the prices before making the purchase and 40% i.e,10 of them they compare the prices sometimes.

CHAPTER-5
FINDINGS AND CONCLUSION

- **FINDINGS:**

- It is found that most of the respondents fall under the age group of 15-25.
- It is found that the respondents consider the price , quality , product when making a purchase.
- The respondents prefers to purchase the products monthly and among all the respondents 24% prefers to purchase on weekly basis. And only 15% of them on the daily basis.
- Majority of the respondents do prefer purchasing from the physical stores rather than the online stores.
- It is found that most of the respondents i.e,60% of them prefers to compare the prices before making a purchase.
- It shows that the respondents evaluate the quality of a product before making a purchase based on the product durability and life span.
- The respondents get influenced by the advertisement while making the purchasing decision.

CONCLUSION:

Marketing plays a crucial role in determining consumer purchasing behaviour. various marketing strategies, such as advertising, social media, branding, packaging and influence consumer's attitudes and perceptions of a product, which in turn affects their purchasing decisions. Marketers must effectively use the strategies to influence consumer behaviour and improve their business's overall performance.

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ANNEXURE

1. Name:

2. Age:

3. Gender:

- Male
- Female

4. Income:

5. What factors do you consider when making a purchase?

- Price
- Quality
- Product
- All

6. How often do you purchase products?

- Weekly
- Monthly
- On daily basis

7. Do you prefer purchasing from physical stores or online stores?

- Physical stores
- Online stores

8. Does advertising influence your purchasing decisions?

- Yes
- No
- May be

9. How do you evaluate the quality of a product before making a purchase?

- Product durability and life span
- Performance and intended function

10. Do you compare prices before making a purchase?

- Yes
- No
- sometimes

