Consumers Behavior During Purchases

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ABSTRACT

With the increasing competition, manufacturing firms and researchers have focused more and more on consumers and their preferences hence new aspects of what determines consumer's choices are revealed every day. Present study is aimed to investigate consumers and their buying behavior in general. Consumer behavior involves the psychological processes that consumers go through in recognizing needs, finding ways to solve these needs, making purchase decisions (e.g., whether or not to purchase a product and, if so, which brand and where), interpret information, make plans, and implement these plans.

The objective of the research Endeavour is to achieve a better understanding of consumer behavior with the manifold factors that influence consumer buying processes. It aims to identify different streams of thought that could guide future consumer research.

A structured questionnaire was administered in paper form to collect data and analyzed using SPSS . A sample size of 160 was chosen to get respondents. Descriptive type of research design is used in the study and Convenience sampling technique is used in the research.

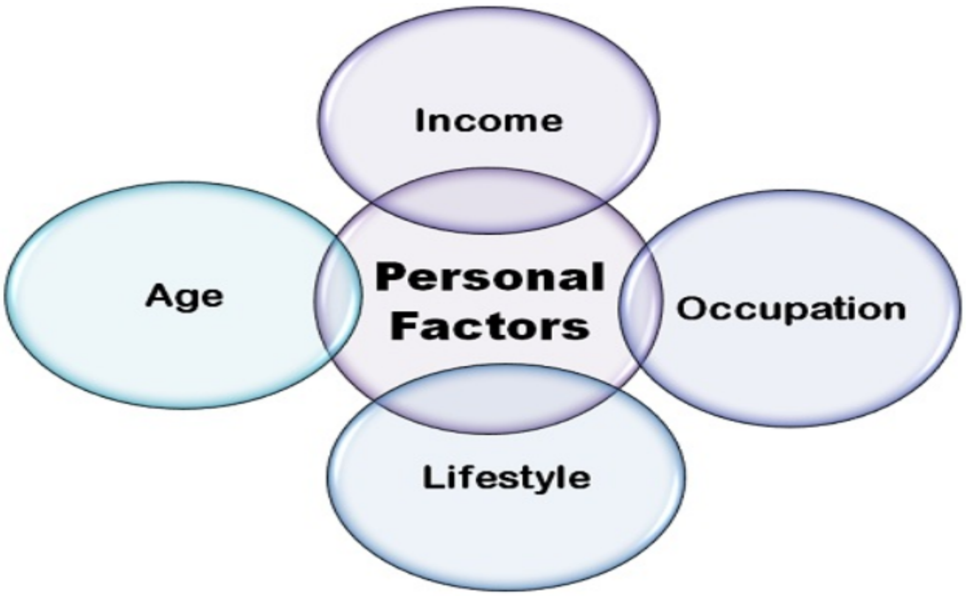
CHAPTER 1: INTRODUCTION

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions. Consumer's interest to purchase a product or a service always depends on the willingness to buy and at the same time the ability to pay for that product. Though they are willing to buy and are able to pay, their buying decisions change because of the influence of various factors such as psychological factors, personal factors, cultural factors, social factors, the influence of family members, economic factors, social media, etc. An individual who purchases products or services for the purpose of using them for himself / herself is known as an end user or consumer. Consumer buying behavior always reflects why consumers buy products with interest ? What are the factors that influence them? How do they take purchase decisions ?

Psychological factors :

Purchase decisions always depend on the perception levels of the consumers. The perception levels vary from one individual to another which may depend on need, influence, motivation, and finally how they perceive things to take decisions.

Personal factors :

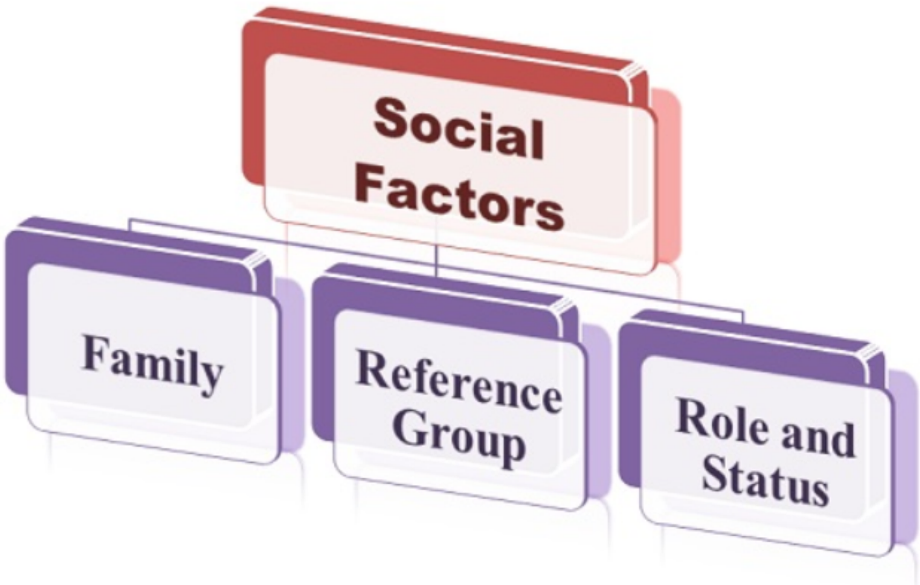


Another important factor is personal factor It involves occupation, age, gender, lifestyle, income levels, personality traits, etc., which show major influence on the buyer's behavior. Personality traits such as characteristics, interests, beliefs, and attitudes influence a person to take the decision of purchase or not.

Cultural factors :

Culture refers to the set of values, beliefs, and ideologies of the society or group, where an individual learns from their family, society and hence follows the same .The way of dressing, wearing ornaments, eating habits, etc of a community is the result of cultural factors.

<u>Social factors</u> :

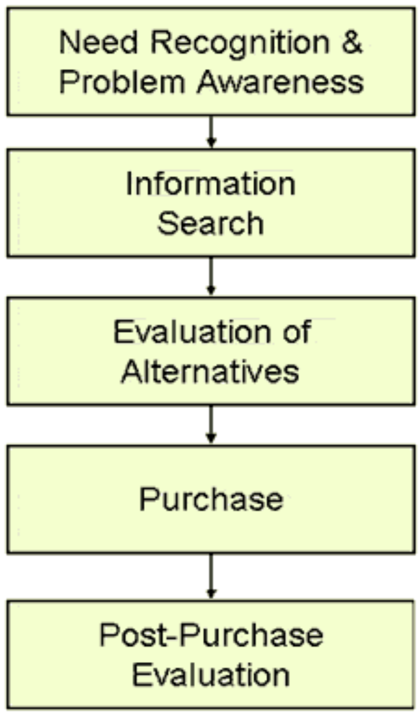


Various social factors show influence on the consumer behavior. Every individual follows the culture and trend of their society and hence they may be influenced by the various factors such as status, role in the society and reference groups.

<u>Economic factors</u> :

Economic status of an individual and a country, rules the purchase decisions of the customers. If per capita income of individuals is less than a country's economic condition then the high-end products and services may not become successful in such economic conditions.

BUYER'S DECISION-MAKING PROCESS :



Though there are many factors influencing buyer's decisions, the final result of purchase may be the result of a single factor or due to several factors. Consumer's decision-making process involves recognizing the need, search for information, evaluation of alternative, purchase decision, and post-purchase behavior. So the decisions can be made before the purchase, during the purchase of a product /service and after purchase.

HISTORY :

Consumer behavior emerged during 1940 - 1950s as a distinct sub-discipline in the marketing area. In its early years, consumer behavior was heavily influenced by motivation research, which had increased the understanding of customers, and had been used extensively by consultants in the advertising industry and also within the discipline of psychology in the 1920s, '30s and '40s. By the 1950s, marketing began to adopt techniques used by motivation researchers including depth interviews, projective techniques, thematic perception tests and a range of qualitative and quantitative research methods. More recently, scholars have added a new set of tools including ethnography, photo-elicitation techniques and phenomenological interviewing. Today, consumer behavior (or *CB* as it is affectionately known) is regarded as an important sub-discipline within marketing and is included as a unit of study in almost all undergraduate marketing programs.

MARKETING:

The key to a successful marketing campaign lies in consumer behaviour. The only way to influence consumers purchasing decision is to understand their buying behaviour.

A marketing plan includes pricing, promotion, place, and product (the **4 P's**). Understanding the customer is a key component in building an effective marketing strategy.

SALES:

Sales are activities related to selling or the number of goods or services sold in a given time period. A person or organization expressing an interest in acquiring the offered item of value is referred to as a potential buyer, prospective customer, or prospect. Buying and selling are understood to be two sides of the “same coin” or “transaction”. Both seller and buyer engage in a process of negotiation to consummate the exchange of values. The exchange or selling process has implied rules and identifiable stages. It is implied that the selling process will proceed fairly and ethically so that the parties end up nearly equally rewarded.

Sales can include offers, discounts , coupons, lucky draws which is major factors for attracting the consumers for buying products.

Sales - Strategies:

Sales strategy is a thoughtful activity that helps businesses in ameliorating their sales. The right sales strategies can support the sales efforts and ease the journey to reach goals quickly. It acquaints you with your problem areas and shows you the route you need to take for achieving the desired outcome.

With the evolution of technology and rise of business players in the industry, each year we will see a new sales strategy stepping into the field of sales. However, some sales strategies have been in this field since ages and worked for many companies. Strategies such as exchange offers, discounts, offers and coupons have shown remarkable results in terms of profit to the companies and at the same time benefit to the customers.

OBJECTIVES

1. To understand consumer behaviour and different types of consumers.

2. To examine the attitude of consumers towards purchases.

3. To understand the relationship between consumer behavior and the marketing concepts.

4. To understand how new technologies are enabling to satisfy the needs and wants of the consumer.

5. To study the relationship between consumer behavior over satisfaction and trust.

CHAPTER 2: LITERATURE REVIEW

Literature :

1. Shahir Bhatt & Amola Bhatt through their research paper on Consumer Behavior Towards Packaged Food in Rural Areas: The study examines the relationship between the factors brought out and demographic factors like age and monthly income. The study observes that the factors for selecting packaged food include health, convenience, proximity, mood, price, brand, and sensory appeal. Additionally it is found that 3 factors, namely health, convenience and mood, have significant relationship with age, and four factors, namely health, mood, price and brand, have significant relationship with monthly income. The study reveals that consumers with income less than Rs.5000 give more importance to health, mood and price, whereas brand as a factor is more significant for higher income consumers. These findings reveal the characteristics of the target audience, which can be taken into consideration by the marketers of FMCG products while designing the product, packaged food products in this case.
2. Dr. K.Alagarsamy & S. Wilson through their literary work on "A Study on Customer Behavior Towards Banking Services With Special Reference To Public Sector Banks in Sivagangai Dist.", state that the banking sector has under gone many changes in the new economic policy based on privatization, globalization and liberalizations adopted by government of India. Customer is the king in the present day banking. Today the customer services preference keep on changing at a rapid speed and their demands. The aim of the bankers is to make the customers achieve their financial goals. Bankers are not only satisfying the customer but must also trigger the attitude of the customers towards the bank.
3. Preeti Tak and Ashish Pareek through their literary work on "Consumer Attitude Towards Luxury Brands": An Empirical Study have established their thought on the relationship between consumer's need for uniqueness dimensions, fashion consciousness and consumer's attitude towards luxury brands. The findings suggest that the three dimensions of consumer's need for uniqueness and fashion consciousness are positively related to consumer's attitude towards luxury brands. Thus, consumers like to express their individuality by adopting new fashion brands and styles. This finding has an important marketing implication, as it suggests that marketers could devise a suitable strategy to communicate the uniqueness of their products.
4. Consumer Behavior Towards Mobile Tele Services: A Case Study At Visakhapatnam City by Dr. M. Ramesh emphasizes that Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. On the basis of results, it is suggested that product quality from the marketer's perspective is associated with communication, price, feature, function, or performance of a product.

5. Subadra S,Murugesan K M & Ganapathi R (2010) studied "Consumer perceptions & Behavior" and concluded that consumer behavior consists of all human behavior that goes in making purchase decisions. An understanding of the consumer behavior enables a marketer to take marketing decisions which are compatible with its consumer needs. The socioeconomic determinant of consumer behavior consists of age, marital status, occupation, education, income, family size etc.
6. Research on consumers' decision making regarding organic food products .Research on consumer behavior distinguishes between high-effort and low-effort decision-making processes (Thogersen, Haugaard, & Olesen, 2010).Subsequently, consumers proceed to develop an attitude towards buying a specific product, and a favorable attitude ("liking") is transformed into actual purchase. If consumer expectations are met, the purchase is repeated in the future. After exposure to the product alternative, they may move directly to the product purchase without further information acquisition or attitude formation. If an attitude is involved, it is primarily based on experience from past purchases. The level of elaboration or effort in the decision-making depends on the consumer's motivation, ability and opportunity to process. They concluded that consumers' decisions to adopt a new eco-label depended strongly on their motivation and ability. Consumers with high motivation were also highly involved in the purchase of eco-labeled products, which was supported by a higher amount of relevant knowledge acquired to make an informed decision. It has been established that the consumer buying behavior is the outcome of the needs and wants of the consumer and they purchase to satisfy these needs and wants. Although it sounds simple and clear, these needs can be various depending on the personal factors such as age, psychology and personality.

CHAPTER 3 : METHODOLOGY

Both primary and secondary research has been carried out for this project.

- **Sample design:** Random samples of 160 respondents were chosen for the research through the questionnaires developed to find out the activities in which present day children are more interested and are involved.
- **Tools and Technique of Analysis:** The analysis done for the data obtained by the technique of random sampling is primarily descriptive in nature.
- **Source of data:**
    1. Primary Data: The data, which has been collected for the first time and is original, is primary data. In this project the primary data is in the form of structured questionnaire.
    2. Secondary Data: The secondary information is mostly taken from websites, books, journals, and magazines.

DIAGRAMATIC REPRESENTATAION:

Bar Diagram: A bar graph is a chart that uses bars to show comparisons between categories of data. The bars can be either horizontal or vertical. Bar graphs with vertical bars are sometimes called vertical bar graphs.

Pie chart: A pie chart is a circular chart divided into sectors; each sector shows the relative size of each value.

DATA TYPE

Data:

The data used in the study is primary data. The primary data for the research project was acquired by questionnaires and the secondary source of information was through magazines, publications and internet. The primary data was further studied using chi-square test of independence between the attributes in the questionnaires.

Mode of data collection:

Data is collected through the questionnaire method.

Questionnaire:

The questionnaire was formed with care ensuring that it is clear, brief and with non-ambiguous and with non-offending statements.

Population:

Population considered for study is the population using the products of all categories (both online and offline).

Sample:

Sample of 160 people was taken from various MNC'S, service sectors, students in Hyderabad.

Data tabulation:

The questionnaire was serially numbered, and data was coded and tabulated using SPSS Statistics 26th version.

Statistical analysis:

Analysis was done using the SPSS Statistics 17th version.

STATISTICAL TECHNIQUES USED FOR DATA ANALYSIS

Frequency distribution:

The most important part of organizing and summarizing statistical data is by constructing a frequency distribution table. In this method, classification is done according to quantitative magnitude.

Chi-square test for independence of attributes:

The chi-square test is used to test the independence of attributes. With the help of this test it is possible to assess the significance of difference between the observed and expected frequencies.

Test statistic:

$$\chi^2 = \sum\sum\frac{(O-E)^2}{E}$$

P-level:

The p-level represents the probability of error that is involved in accepting our observed result as valid, that is as representative of the population. The p-level of 0.05 is customarily treated as border line accepted at a level.

Decision rule:

If $p<0.005$, then p is significant, and we reject H_0 i.e., the attributes are independent at 5%level of significance.

Coefficient of contingency:

When H_0 is rejected the amount of association between two attributes is given by Coefficient of contingency.

$$C = \sqrt{\frac{\chi^2}{\chi^2 + N}}$$

Where N=total frequency, χ^2=calculated.

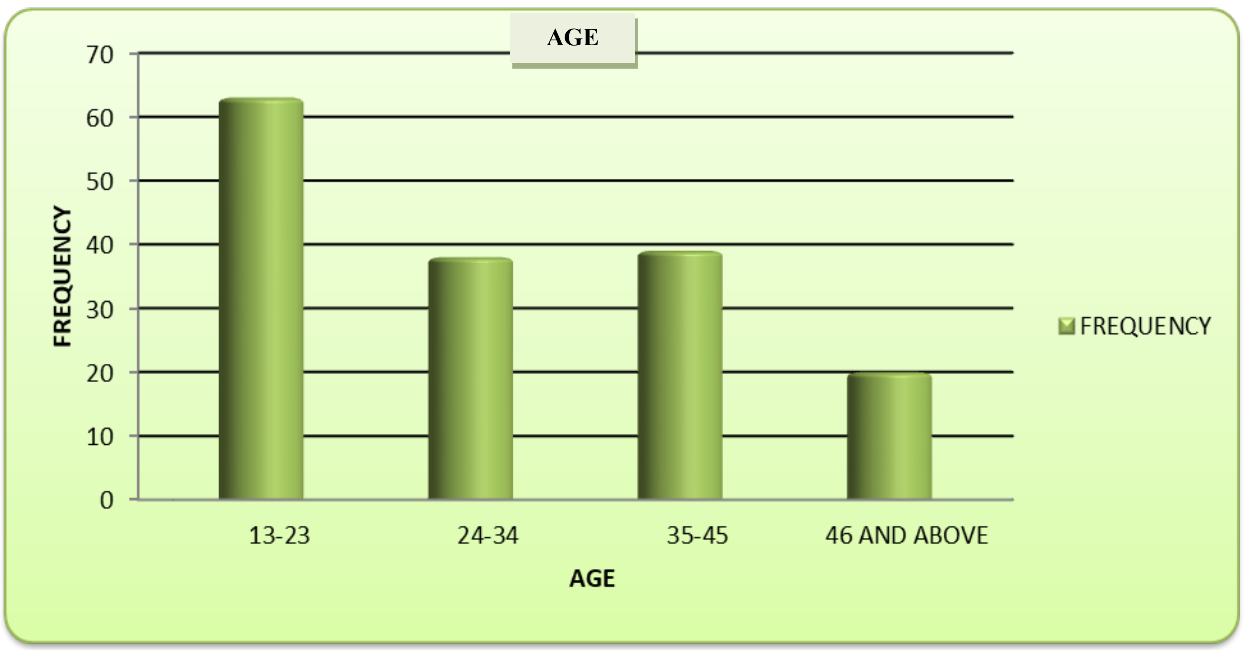
Q1: AGE

1) 13-23 2) 24-34 3) 35-45 4) 46 and above

Table 4.1

AGE	FREQUENCY	PERCENT
13-23	63	39.4
24-34	38	23.8
35-45	39	24.4
46 and above	20	12.5
Total	160	100

Figure 4.1



CONCLUSION:

From the above Table and Diagram, it is observed that

- 39.4%(**63**) of respondents are mostly of Age group 13-23
- 23.8%(**38**) of respondents are mostly of Age group 24-34
- 24.4%(**39**) of respondents are mostly of Age group 35-45
- 12.5%(**20**) of respondents are mostly of Age group 46 and Above.

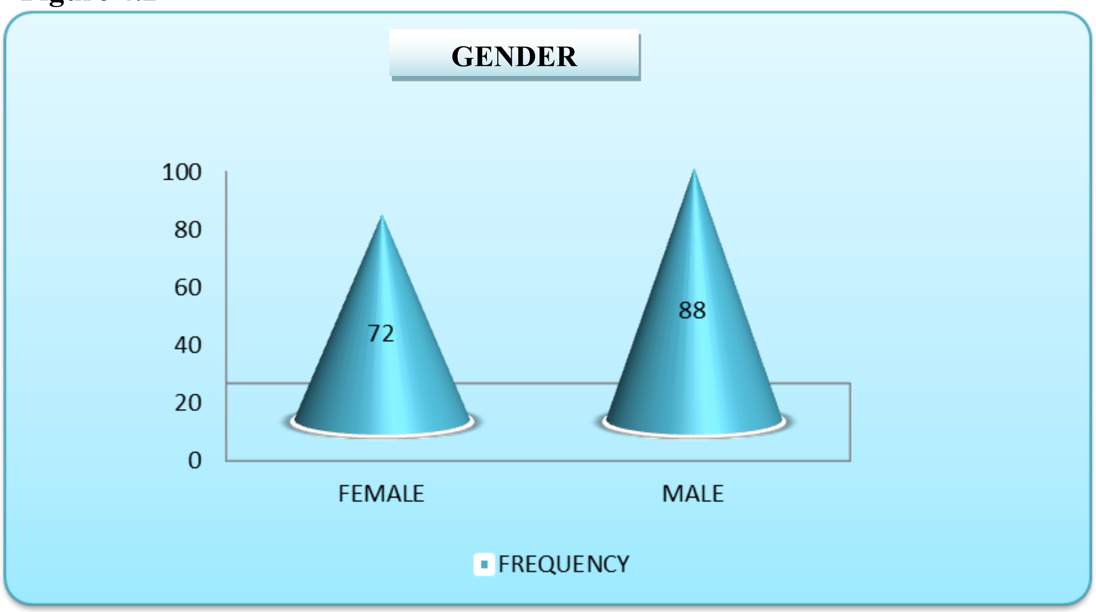
Q2: GENDER

1) Female 2) Male 3) Others

Table 4.2

GENDER	FREQUENCY	PERCENT
Female	72	45
Male	88	55
Total	160	100

Figure 4.2



CONCLUSION:

From the above Table and Diagram, it is observed that

- 45%**(72)** of the respondents are females.
- 55%**(88)** of the respondents are male**.**

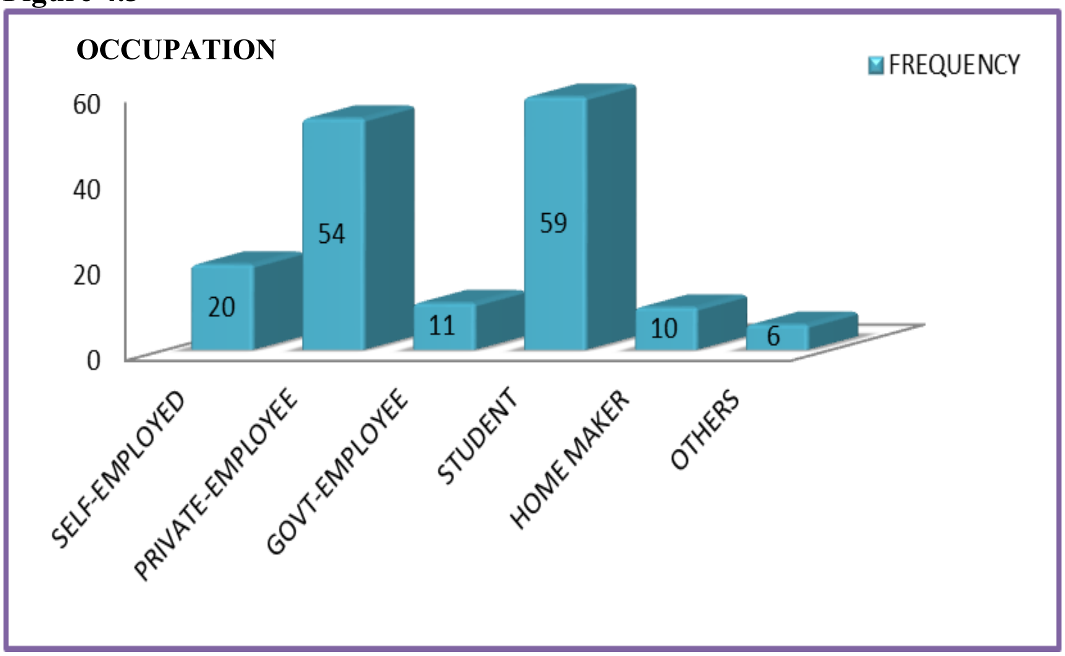
Q3: OCCUPATION

1) Self –employed 2) Private employee 3) Government employee
4) Student 5) Home maker 6) Others

Table 4.3

OCCUPATION	FREQUENCY	PERCENT
Self-employed	20	12.5
Private-employee	54	33.8
Govt-employee	11	6.9
Student	59	36.9
Home maker	10	6.3
Others	6	3.8
Total	160	100

Figure 4.3



CONCLUSION:

From the above Table and Diagram, it is observed that

- 12.5%**(20)** of the respondents are self-employed.
- 33.8%**(54)** of the respondents are private employee.
- 6.9%**(11)** of the respondents are government employees.
- 36.9%**(59)** of the respondents are students.
- 6.3%**(10)** of the respondents are home makers.
- 3.8%**(6)** of the respondents are doing other jobs that are not mentioned.

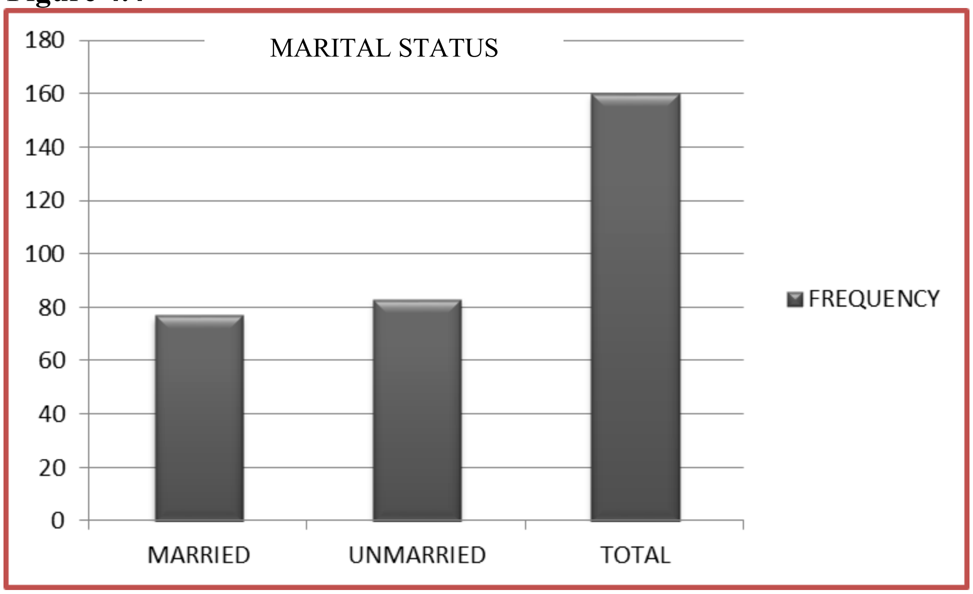
Q4: Marital status

1) Married 2) Unmarried

Table 4.4

MARITAL STATUS	FREQUENCY	PERCENT
Married	77	48.1
Unmarried	83	51.9
Total	160	100

Figure 4.4



CONCLUSION:

From the above Table and Diagram, it is observed that

- 48.1%**(77)** of the respondents are married.
- 51.9%**(83)**of the respondents are unmarried.

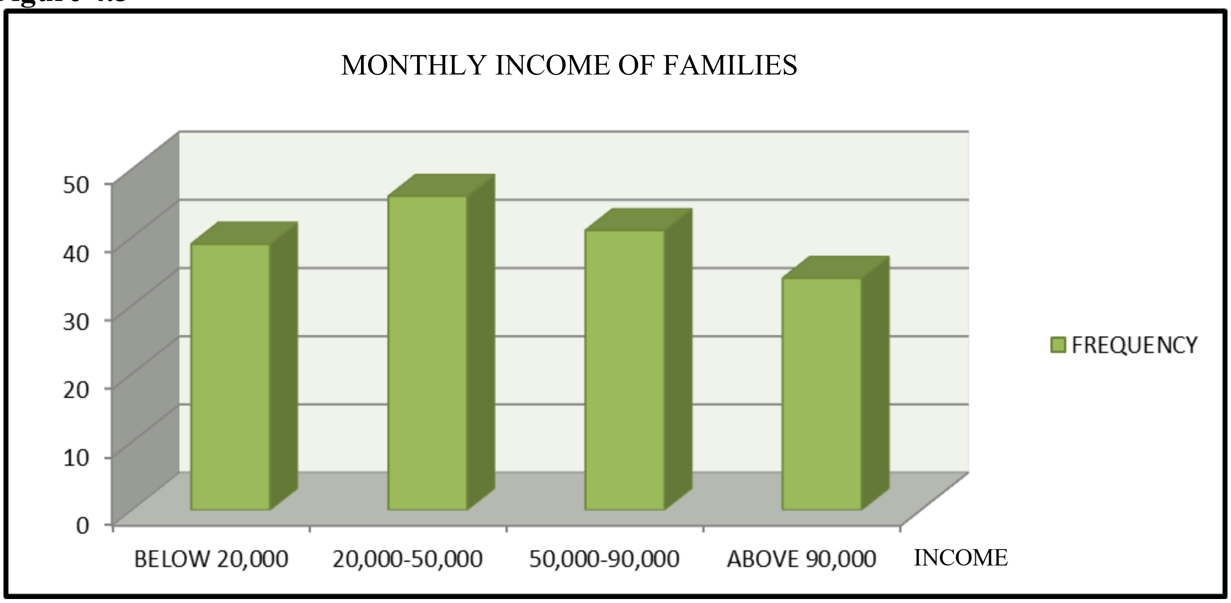
Q5: Monthly income of your family

1) Below 20000 2) 20000-50000 3) 50000-90000 4) Above 90000

Table 4.5

MONTHLY INCOME OF FAMILY	FREQUENCY	PERCENTAGE
Below 20,000	39	24.4
20,000-50,000	46	28.8
50,000-90,000	41	25.6
Above 90,000	34	21.3
Total	160	100

Figure 4.5



CONCLUSION:

From the above Table and Diagram, it is observed that

- 24.4%**(39)**of the respondents have their monthly income below 20000.
- 28.8%**(46)**of the respondents have their monthly income between 20000-50000.
- 25.6%**(41)**of the respondents have their monthly income between 50000-90000.
- 21.3%**(34)** of the respondents have their monthly income above 90000.

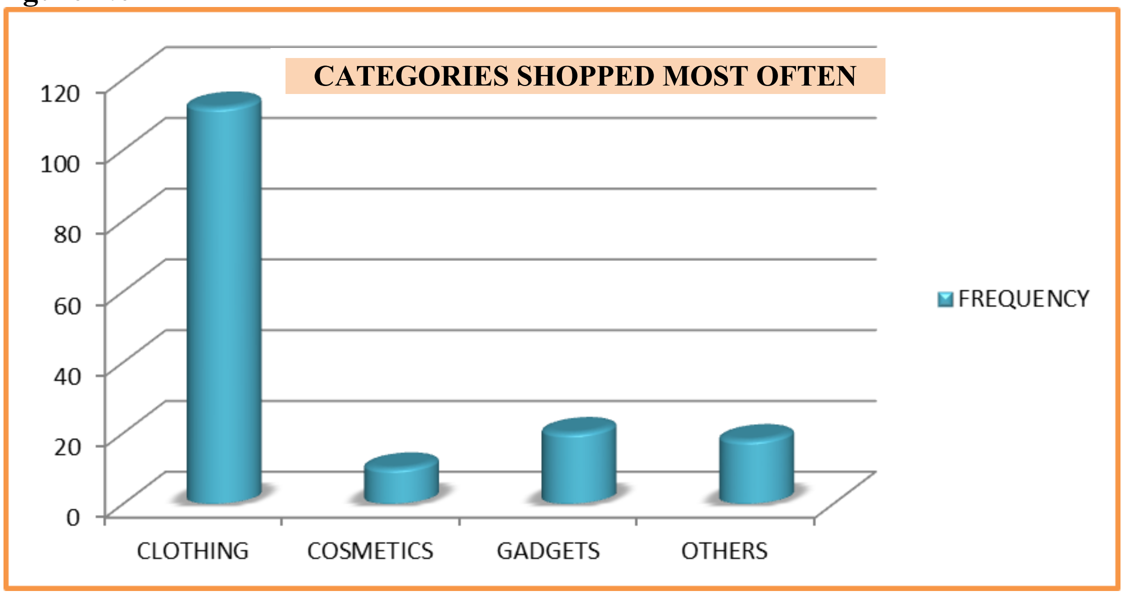
Q6: Categories you shop most often

1) Clothing 2) Cosmetics 3) Gadgets 4) Others specify

Table 4.6

CATEGORIES YOU SHOP	FREQUENCY	PERCENTAGE
Clothing	112	70
Cosmetics	10	6.3
Gadgets	20	12.5
Others	18	11.3
Total	160	100

Figure 4.6



CONCLUSION:

From the above Table and Diagram, it is observed that

- 70%**(112)**of the respondents prefer clothing as their most purchased item.
- 6.3%**(10)** of the respondents prefer cosmetics as their most purchased item.
- 12.5%**(20)**of the respondents prefer gadgets as their most purchased item.
- 11.3%**(18)** of the respondents prefer other items as their most purchased item.

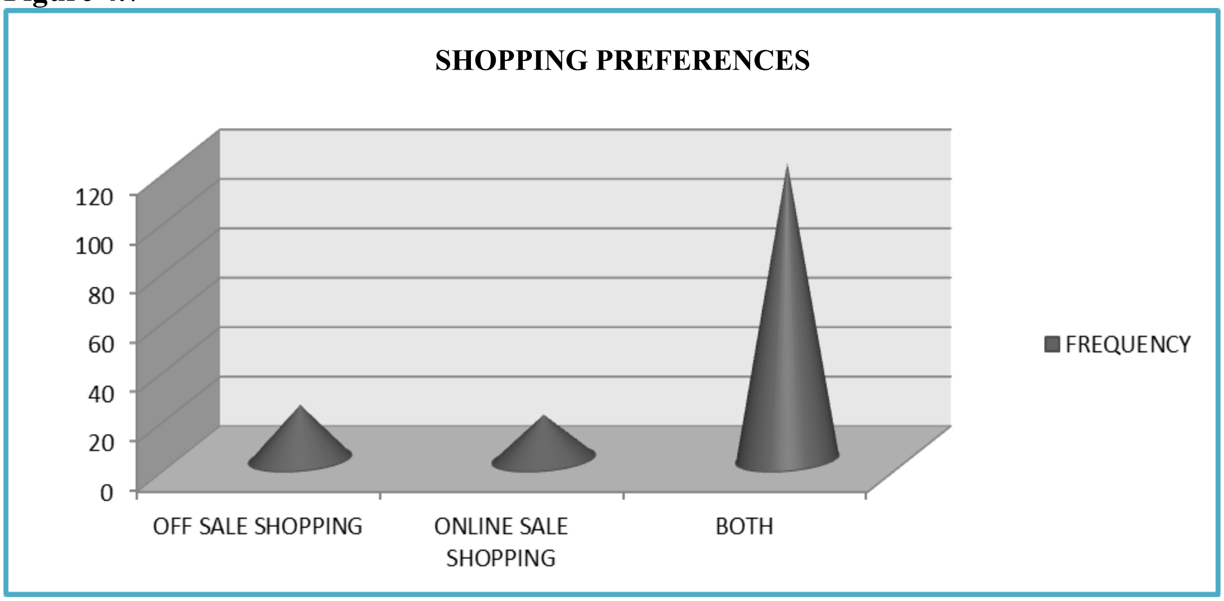
Q7: What are your shopping preferences

1) Off-sale shopping 2) On-sale shopping 3) Both

Table 4.7

SHOPPING PREFERENCES	FREQUENCY	PERCENTAGE
Off sale shopping	22	13.8
Online sale shopping	18	11.3
Both	120	75
Total	160	100

Figure 4.7



CONCLUSION:

From the above Table and Diagram, it is observed that

- 13.8%**(22)** of the respondents prefer off sale shopping.
- 11.3%**(18)** of the respondents prefer on sale shopping.
- 75%**(120)** of the respondents prefer both.

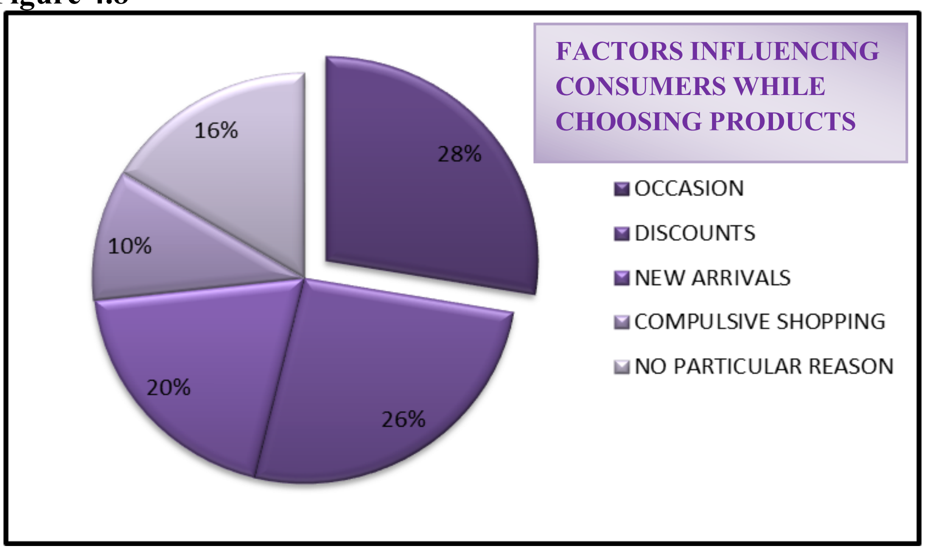
Q8: Which factors influence you the most while choosing products (more than one option can be selected)

1) Occasion 2) Discounts 3) New arrivals
4) Compulsive shopping 5) No particular reason

Table 4.8

FACTORS	FREQUENCY		PERCENTAGE	
	SELECTED	NOT SELECTED	SELECTED	NOT SELECTED
OCCASION	91	69	56.9	43.1
DISCOUNTS	86	74	53.8	46.3
NEW ARRIVALS	64	96	40	60
COMPULSIVE SHOPPING	34	126	21.3	78.8
NO PARTICULAR REASON	54	106	33.8	66.3

Figure 4.8



CONCLUSION:

From the above Table and Diagram, it is observed that

- **56.9%(91)** of the respondents selected occasion as the most influencing factor while choosing products.
- 53.8%**(86)** of the respondents selected discounts as influencing factor while choosing products.
- 40%**(64)** of the respondents selected new arrivals as influencing factor while choosing products.

- 21.3%**(34)** of the respondents selected compulsive shopping as influencing factor while purchasing product.
- 33.8%**(54)** of the respondents selected no particular reason while purchasing a product.

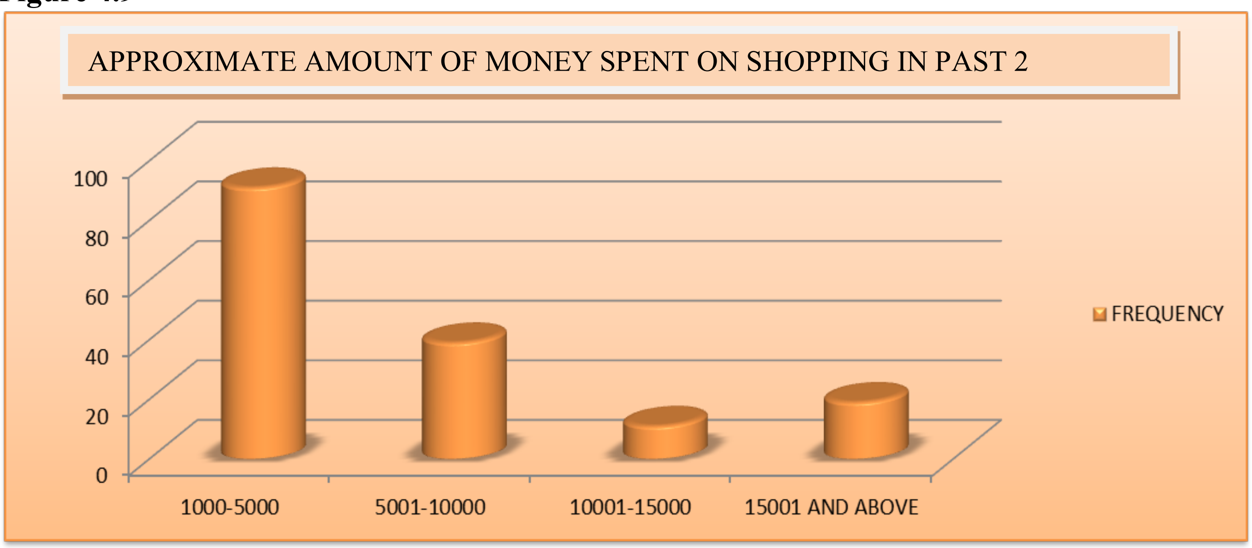
Q9: What is the approximate amount of money you spent on shopping in past two months (shopping includes grocery, apparels and others)

1) 1000-5000 2) 5001-10000 3) 10001 -15000 4) 15001 and above

Table 4.9

MONEY SPENT	FREQUENCY	PERCENTAGE
1000-5000	91	56.9
5001-10000	39	24.4
10001-15000	11	6.9
15001 AND ABOVE	19	11.9
TOTAL	160	100

Figure 4.9



CONCLUSION:

From the above Table and Diagram, it is observed that

- 56.9%**(91)** of the respondents spend 1000-5000 rupees on shopping in past 2 months.
- 24.4%**(39)** of the respondents spend 5001-10000 rupees on shopping in past 2 months.
- 6.9%**(11)**of the respondents spend 10001-15000 rupees on shopping in past 2 months.
- 11.9%**(19)** of the respondents spend 15001 and above on shopping in past 2 months.

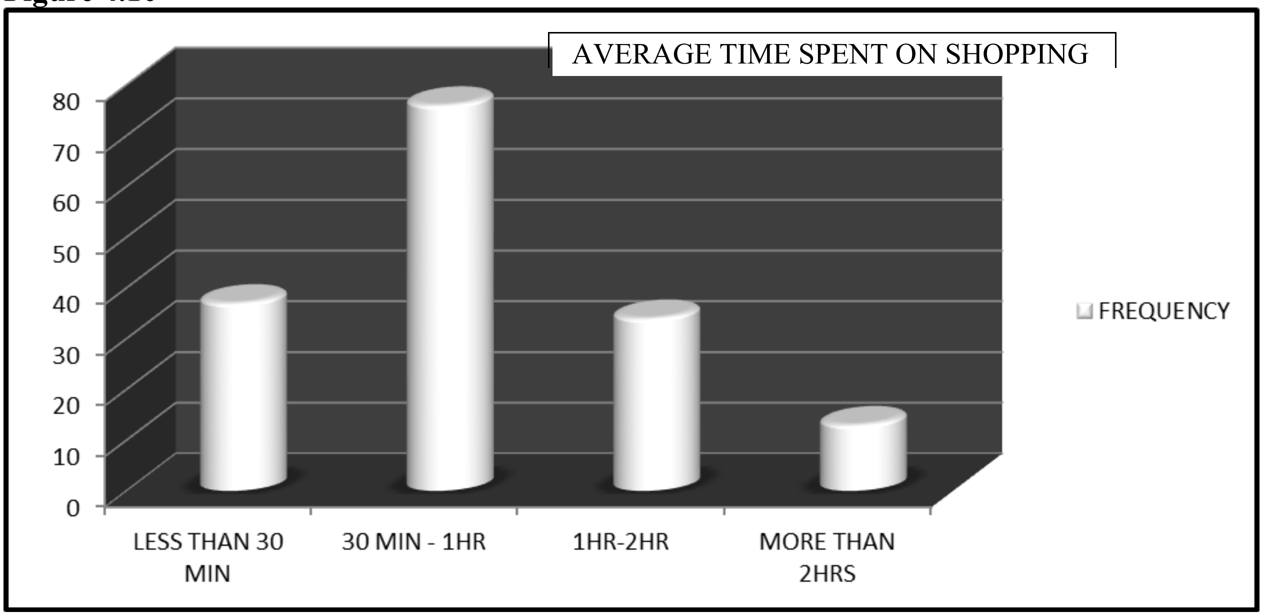
Q10: What is the average time you spend on purchasing a product

1) Less than 30 min   2) 30min-1hr
3) 1hr - 2hrs   4) More than 2hrs

Table 4.10

Average time spent	FREQUENCY	PERCENTAGE
LESS THAN 30 MIN	37	23.1
30 MIN - 1HR	76	47.5
1HR-2HR	34	21.3
MORE THAN 2HRS	13	8.1
TOTAL	160	100

Figure 4.10



CONCLUSION:

From the above Table and Diagram, it is observed that

- 23.1%**(37)** of the respondents spend less than 30 minutes for purchasing a product.
- 47.5%**(76)**of the respondents spend 30 min-1hr forpurchasing a product.
- 21.3%**(34)** of the respondents spend 1hr-2hr for purchasing a product.
- 8.1%**(13)** of the respondents spend more than 2hrs for purchasing a product.

Q11: Which mode of shopping do you usually prefer

1) Online shopping 2) Traditional shopping

Table 4.11

MODE OF SHOPPING	FREQUENCY	PERCENTAGE
Online shopping	43	26.9
Traditional shopping	117	73.1
Total	160	100

Figure 4.11

CONCLUSION:

From the above Table and Diagram, it is observed that

- 26.9%**(43)** of the respondents prefer online shopping.
- 73.1%**(117)**of the respondents prefer traditional shopping.

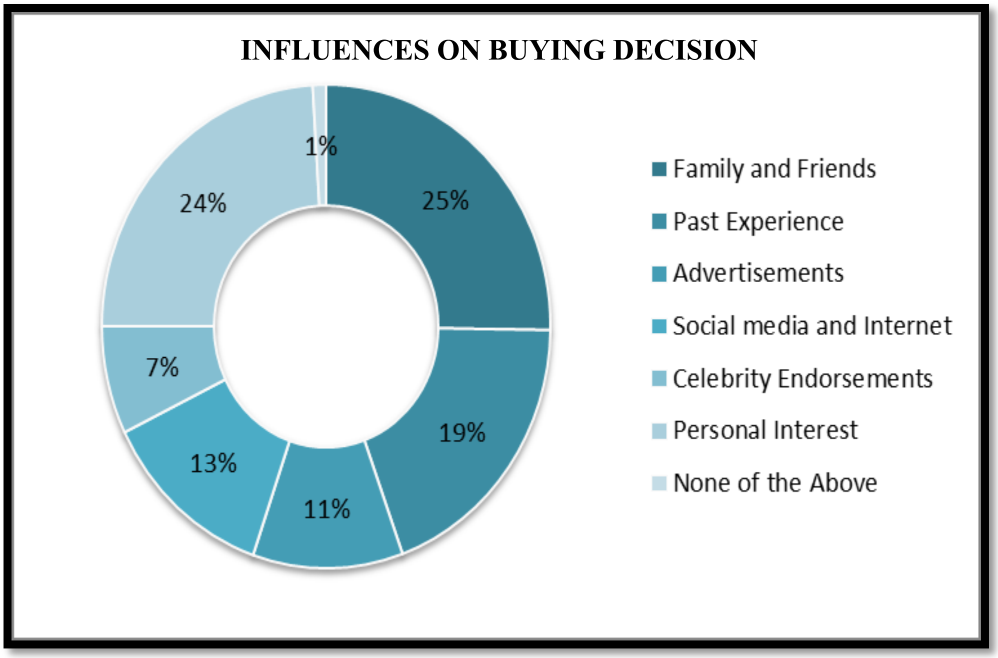
Q12 : What are the sources of information that influence your buying decisions to catch-up with life trends (more than one option can be selected)

1) Family and friends 2) Past experience 3) Advertisements
4)Social media and internet 5) Celebrity endorsements
6) Personal interest 7) None of the above

Table 4.12

Sources	FREQUENCY		PERCENTAGE	
	SELECTED	NOT SELECTED	SELECTED	NOT SELECTED
Family and Friends	105	55	65.6	34.4
Past Experience	80	80	50	50
Advertisements	45	115	28.1	71.9
Social media and Internet	52	105	32.5	67.5
Celebrity Endorsements	30	130	18.8	81.3
Personal Interest	100	60	62.5	37.5
None of the Above	4	156	2.5	97.5

Figure 4.12



CONCLUSION:

- 65.6%**(105)** of the respondents selected family and friends as the source of information that influences buying decision .
- 50%**(80)** of the respondents selected past experience as the source of information that influences buying decision .
- 28.1%**(45)**of the respondents selected advertisements as the source of information that influences buying decision .
- 32.5%**(52)** of the respondents selected social media and internet as the source of information that influences buying decision .
- 18.8%**(30)** of the respondents selected celebrity endorsement as the source of information that influences buying decision .
- 62.5%**(100)**of the respondents selected personal interest as the source of information that influences buying decision .
- 2.5%**(4)**of the respondents selected none of the above as the source of information that influences buying decision .

Q13: Keeping aside your general needs, rank the categories you shop most often in order of preference

1) Clothing and apparel ____________
2) Cosmetics ____________
3) Food items ____________
4) Accessories ____________
5) Electronics ____________
6) Home and kitchen ____________
7) Travel essential ____________

Table 4.13.1

CATEGORIES	RANKS						
	1	2	3	4	5	6	7
Clothing and apparel	29	11	5	4	15	20	76
Cosmetics	25	26	26	14	21	32	16
Food items	12	10	21	22	30	41	24
Accessories	7	30	38	43	28	8	6
Electronics	14	29	26	44	26	14	7
Home and kitchen	19	38	26	15	28	24	10
Travel essential	54	17	18	18	12	20	21

Table 4.13.2

Clothing and apparel	(29*1)+(11*2)+(5*3)+(4*4)+(15*5)+(20*6)+(76*7)	809
Cosmetics	(25*1)+(26*2)+(26*3)+(14*4)+(21*5)+(32*6)+(16*7)	620

Food items	(12*1)+(10*2)+(21*3)+(22*4)+(30*5)+(41*6)+(24*7)	747
Accessories	(7*1)+(30*2)+(38*3)+(43*4)+(28*5)+(8*6)+(6*7)	583
Electronics	(14*1)+(29*2)+(26*3)+(44*4)+(26*5)+(14*6)+(7*7)	589
Home and kitchen	(19*1)+(38*2)+(26*3)+(15*4)+(28*5)+(24*6)+(10*7)	587
Travel essential	(54*1)+(17*2)+(18*3)+(18*4)+(12*5)+(20*6)+(21*7)	541

CONCLUSION:

- The most preferred category was ranked in the following order:
    1. Clothing and apparel
    2. Food items
    3. Cosmetics
    4. Electronics
    5. Home and kitchen
    6. Accessories
    7. Travel essential

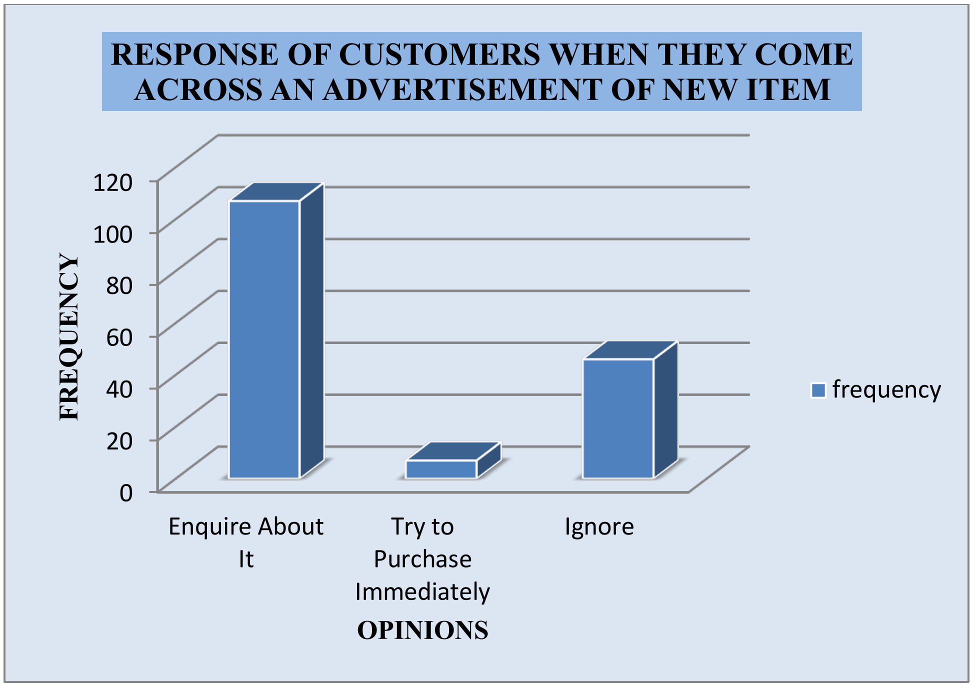
Q14: What would you do if you come across an advertisement of new item?

1. Enquire about it 2. Try to purchase immediately 3.Ignore

Table 4.14

OPINIONS	FREQUENCY	PERCENT
Enquire about it	107	66.9
Try to purchase immediately	7	4.4
Ignore	46	28.8
Total	160	100.0

Figure 4.14



CONCLUSION:

From the above table and diagram, it is observed

1. 66.9% **(107)** of the respondents like to enquire about the product.
2. 4.4% **(7)** of the respondents like to try to purchase immediately.
3. 28.8% **(46)** of the respondents like to ignore.

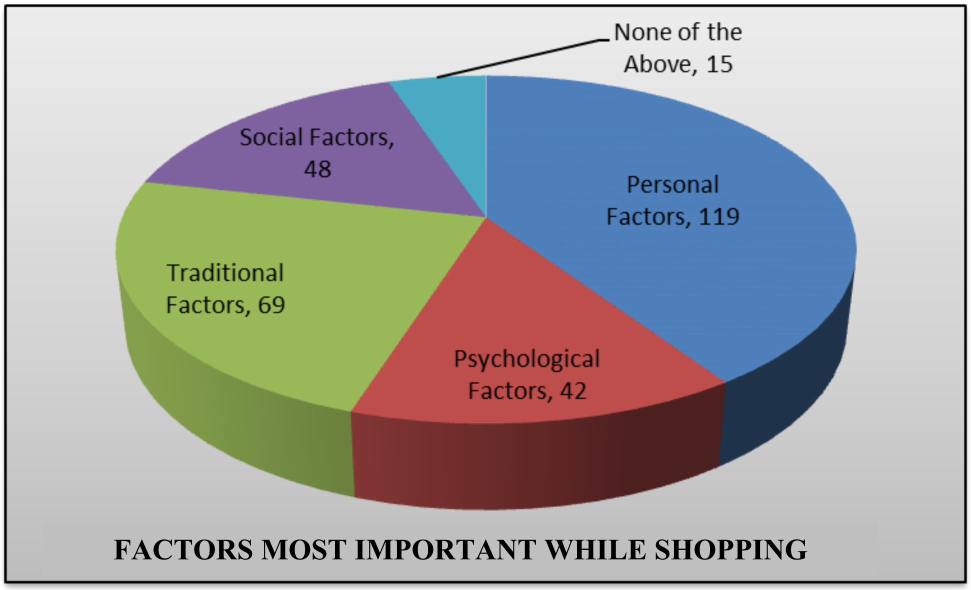
Q15: What are the factors that are most important to you while shopping? (more than one option can be selected)

1) Personal factors 2) Psychological factors 3) Traditional factors
4) Social factors 5)None of the above

Table 4.15

FACTORS	FREQUENCY		PERCENTAGE	
	SELECTED	NOT SELECTED	SELECTED	NOT SELECTED
Personal Factors	119	41	74.4	25.6
Psychological Factors	42	118	26.3	73.8
Traditional Factors	69	91	43.1	56.9
Social Factors	48	112	30	70
None of the Above	15	145	9.4	90.6

Figure 4.15



CONCLUSION:

- 74.4%(119) of the respondents selected personal factors as most important while shopping.
- 26.3%(42) of the respondents selected psychological factors as most important while shopping.
- 43.1%(69) of the respondents selected traditional factors as most important while shopping.
- 30%(48) of the respondents selected social factors as most important while shopping.
- 9.4%(15) of the respondents selected none of the above.

Q16: Why do you prefer branded items ?

1) Recognition 2) Satisfaction 3) Value for money

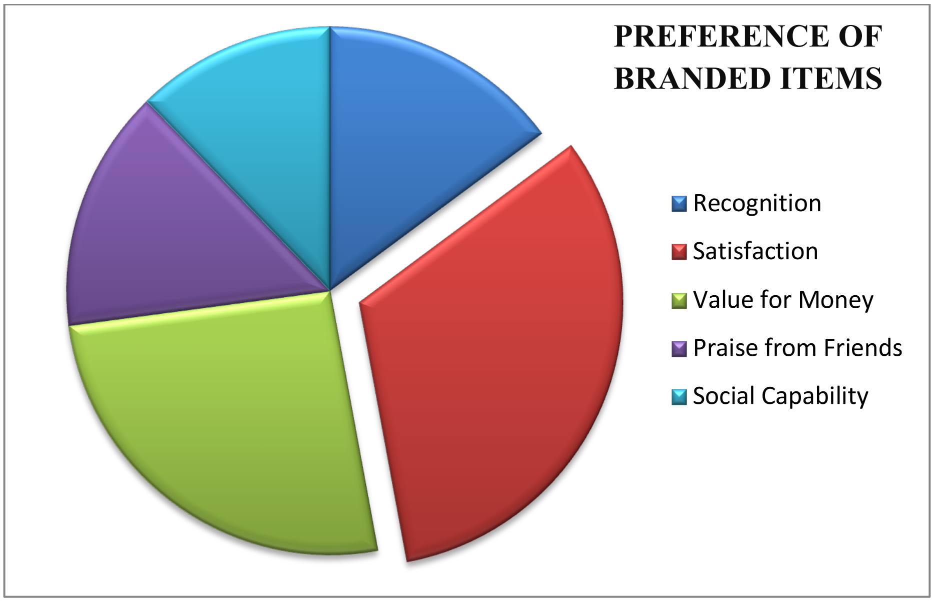
4) Praise from friends 5) Social capability 6) Others specify

Table 4.16

PREFERENCES	FREQUENCY		PERCENTAGE	
	SELECTED	NOT SELECTED	SELECTED	NOT SELECTED
Recognition	46	114	28.8	71.3
Satisfaction	100	60	62.5	37.5
Value for Money	80	80	50	50
Praise from Friends	46	114	28.8	71.3

Social Capability	38	122	23.8	76.3

Figure4.16



CONCLUSION:

- 28.8**%(46**) of the responses prefer branded items for recognition.
- 62.5%(**100**) of the responses prefer branded items for satisfaction.
- 50%(**80**) of the responses prefer branded items as it gives value for money.
- 28.8%(**46**) of the responses prefer branded items to get appreciated from friends.
- 23.8%(**38**) of the responses prefer branded items for social capability.

Q17: On a scale of 10, rate your experience at the following places

1. Malls / Multiplex 2. Supermarkets

3. Retail/local stores 4. Hypermarkets

Table 4.17

PLACES	RANKS									
	1	2	3	4	5	6	7	8	9	10
Malls/Multiplex	23	7	16	11	9	14	15	16	21	28
Supermarket	6	17	13	12	17	13	13	25	22	22

Retail/Local Stores	8	11	17	11	12	18	15	31	16	21
Hypermarkets	9	13	14	11	9	9	24	19	27	25

CONCLUSION :

From the above table we observe that

- 28 out of 160 respondents have had the best experience in Malls/Multiplex .
- 25 out of 160 respondents have had nearly best experience at Supermarkets .
- 31 out of 160 respondents have had nearly best experience at Retail/Local Stores.
- 27 out of 160 respondents have had almost best experience at Hypermarkets .
- 23 out of 160 respondents have had the worst experience in Malls/Multiplex .
- 6 out of 160 respondents have worst experience at Supermarkets .
- 8 out of 160 respondents have had worst experience at Retail/Local Stores.
- 9 out of 160 respondents have had worst experience at Hypermarkets .

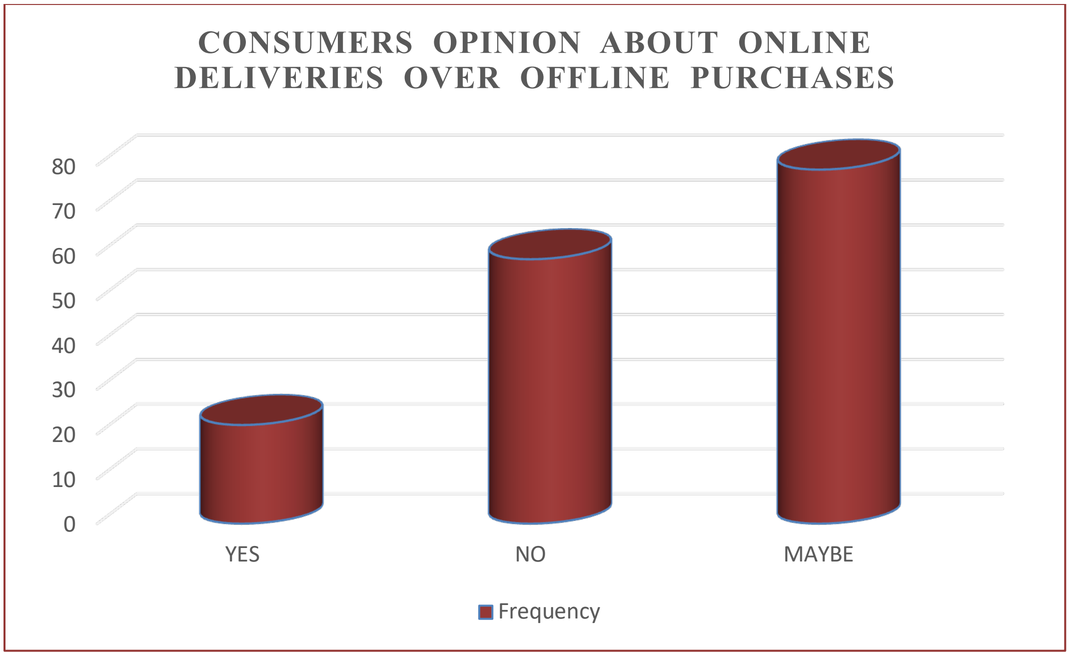
Q18: Do you think online deliveries are better than offline purchases?

1. Yes 2.No 3. Maybe

Table 4.18

OPINION	FREQUENCY	PERCENT
YES	22	13.8
NO	59	36.9
MAYBE	79	49.4
Total	160	100.0

Figure4.18



CONCLUSION:

From the above diagram it is observed that

- 13.8% **(22)** of the respondents think that online deliveries are better than offline purchases.
- 36.9%**(59)** of the respondents think that online deliveries are not better than offline purchases.
- 49.4%**(79)**of the respondents think that online deliveries maybe better than offline purchases.

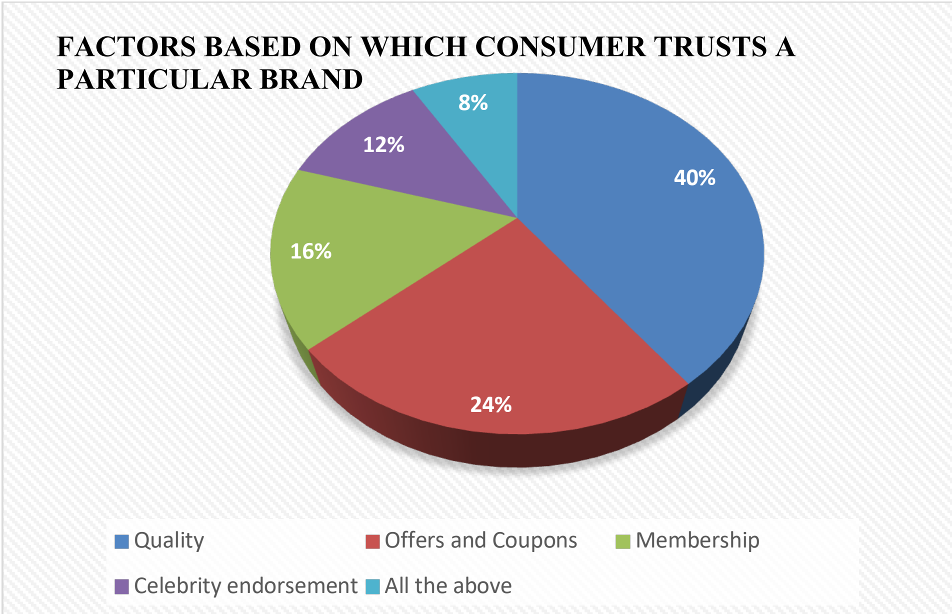
Q19: On what basis do you trust a particular brand(more than one option can be selected)

1. Quality 2.Offers and coupons 3.Memberships
4. Celebrity Endorsement 5.All the above

Table 4.19

FACTORS	FREQUENCY		PERCENT	
	Selected	**Not selected**	**Selected**	**Not selected**
Quality	118	42	73.8	26.3
Offers and Coupons	70	90	43.8	56.3
Membership	48	112	30.0	70.0
Celebrity endorsement	35	125	21.9	78.1
All the above	25	135	15.6	84.4

Figure 4.19



CONCLUSION:

From the above table and diagram,it is observed that

- 73.8%(118) of the respondents selected quality as a basis to trust a particular brand.
- 43.8%(70) of the respondents selected offers and coupons as a basis to trust a particular brand.
- 30%(48) of the respondents selected memberships as a basis to trust a particular brand.
- 21.9%(35) of the respondents selected celebrity endorsement as a basis to trust a particular brand.
- 15.6%(25) of the respondents selected all the above.

Q20: Have you ever been a part of Hand -me -down* sales ?
(*Hand-me-down – Goods transferred informally between friends and family for free)

1. Yes 2. No

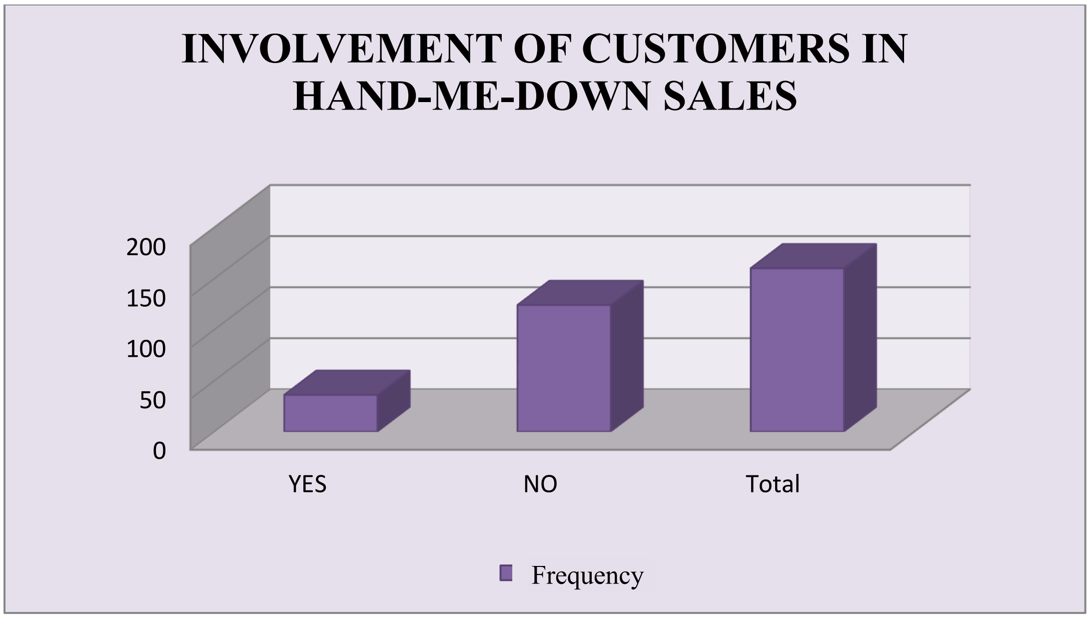
If yes, please mention the item you sold ______________________________

Table 4.20

OPINION	FREQUENCY	PERCENT
YES	36	22.5

NO	124	77.5
Total	160	100.0

Figure 4.20



CONCLUSION:

From the above table and diagram it is observed that:

- 22.5%**(36)** of the respondents were a part of hand-me-down sales.
- 77.5%**(124)**of the respondents were not a part of hand-me-down sales.

Q21: Which of the following goods do you usually prefer in second hand buying (more than one option can be selected):

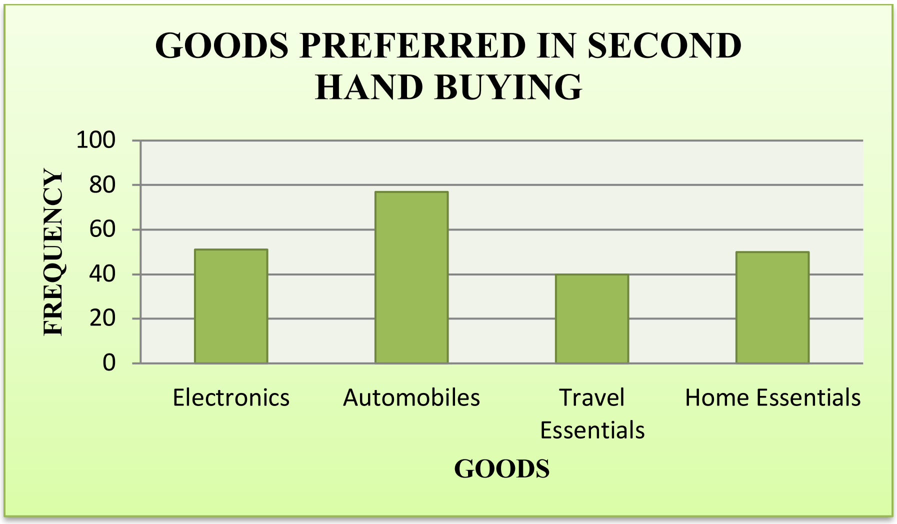
1. Electronics 2. Automobiles 3.Travel Essentials
4. Home Essentials 5.Others

Table 4.21

PREFERENCES	FREQUENCY		PERCENT	
	Selected	Not selected	Selected	Not selected
Electronics	51	109	31.9	68.1
Automobiles	77	83	48.1	51.9

Travel Essentials	40	120	25.0	75.0
Home Essentials	50	110	31.3	68.8
Others	78	82	48.8	51.3

Figure 4.21



CONCLUSION: From the above table, it is observed that

- 31.9%(51) of the respondents selected electronics as their preferable option in second hand buying.
- 48.1%(77) of the respondents selected automobiles as their preferable option in second hand buying.
- 25%(40) of the respondents selected travel essential as their preferable option in second hand buying.
- 31.3%(50) of the respondents selected home essential as their preferable option in second hand buying.
- 48.8%(78) of the respondents selected other items as their preferable option in second hand buying.

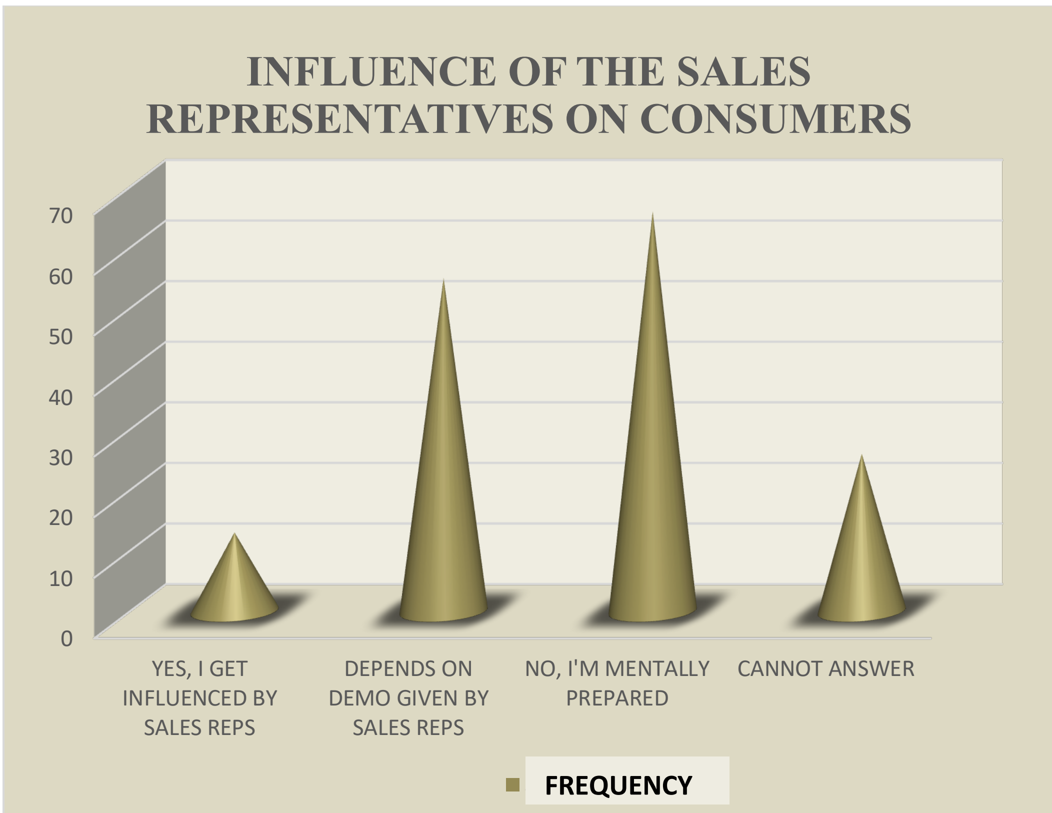
Q22. Do you always purchase the product that you decide on or do you get influenced by the sales representatives?

1. Yes, I get influenced by the sales representatives
2. Depends on the demo given by the sales representative
3.No, I'm mentally prepared
4. Cannot answer

Table 4.22

DECISIONS	FREQUENCY	PERCENT
Yes, I get influenced by sales reps	13	8.1
Depends on demo given by sales reps	55	34.4
No, I'm mentally prepared	66	41.3
Cannot answer	26	16.3
Total	160	100.0

Figure 4.22



CONCLUSION:

From the above table and diagram, it is observed that,

- 8.1%**(13)** of the respondents get influenced by the sales representatives.
- 34.4%**(55)** of the respondents depend on the demo given by the sales representatives.

- 41.3%**(66)** of the representatives are mentally prepared.
- 16.3%**(26)** of the respondents cannot answer to the question.

Q23: What are the major factors that make you stop using services from a particular retailer
(Only one option to be selected)

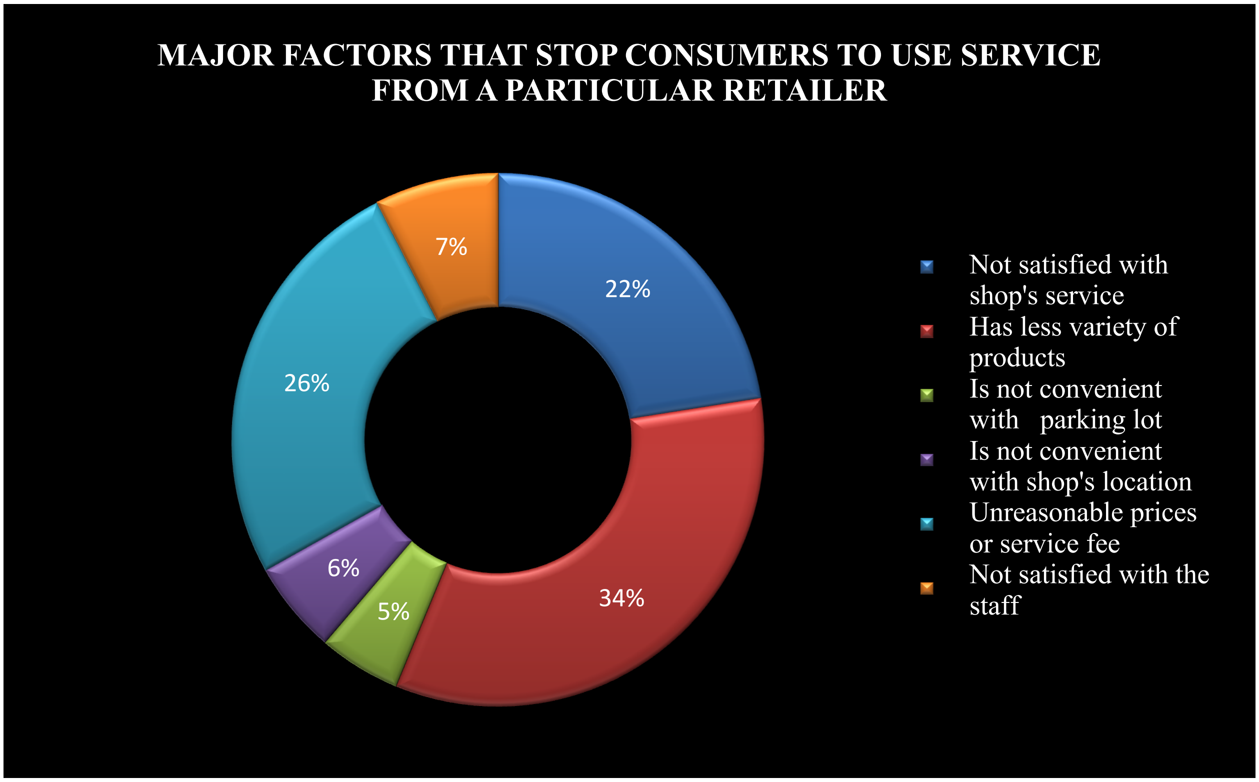
1. Not satisfied with the shop's service
2. Has less variety of products
3. Is not convenient with parking lot

4. Is not convenient with shop location
5. Unreasonable prices or service fees
6. Not satisfied with the staff
7. Others, please specify___________

Table 4.23

PARTICULAR RETAILERS	FREQUENCY	PERCENT
Not satisfied with shop's service	36	22.5
Has less variety of products	54	33.8
Is not convenient with parking lot	8	5.0
Is not convenient with shop's location	9	5.6
Unreasonable prices or service fee	41	25.6
Not satisfied with the staff	12	7.5
Total	160	100.0

Figure 4.23



CONCLUSION:

From the above table and diagram,it is observed that

- 34% **(54)** of the respondents stop using services from a particular brand as it has less variety of products.
- 26% **(41)** of the respondents stop using services from a particular brand as it has unreasonable prices and service fee .
- 22% **(36)** of the respondents stop using services from a particular brand as they are not satisfied with shops service.
- 7% **(12)** of the respondents stop using services from a particular brand as they are not satisfied with the staff.
- 6% **(9)** of the respondents stop using services from a particular brand as they are not covienient with the shops location.
- 5% **(8)** of the respondents stop using services from a particular brand as they are not convinient with the parking lot.

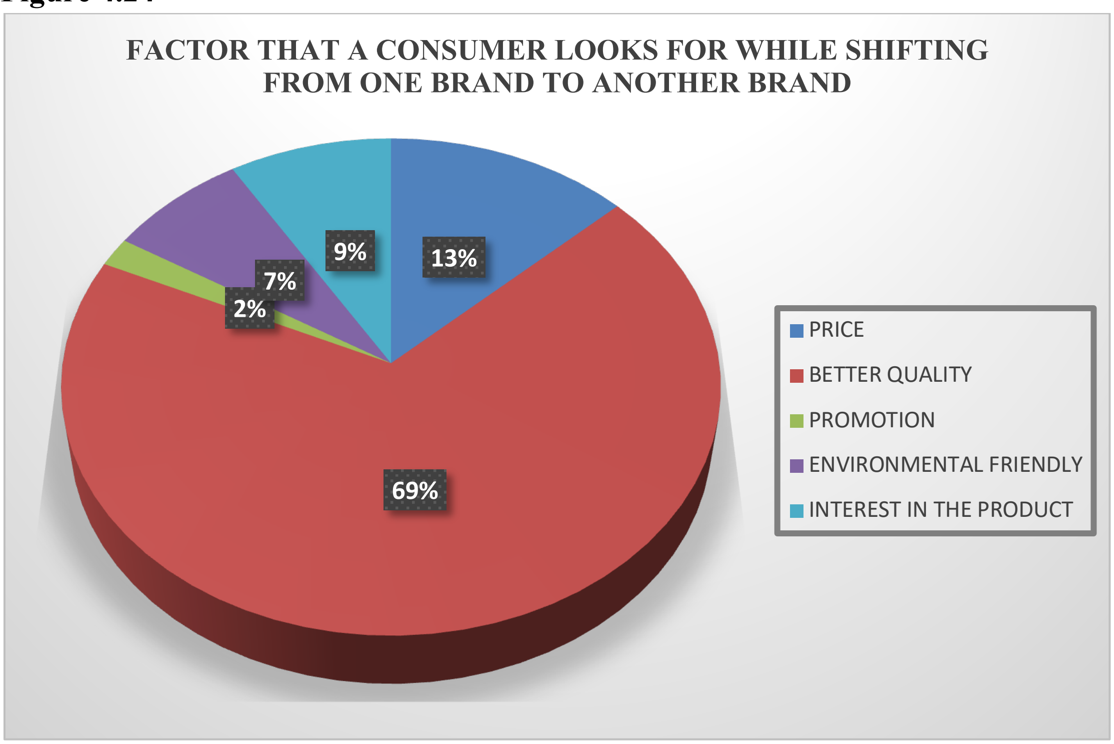
Q24. While shifting from a product of one brand to another brand what is that you see for the next one?

1. Price 2. Better quality 3. Promotion
4.Environment friendly 5. Interest in the product

Table 4.24

BRAND	FREQUENCY	PERCENT
Price	21	13.1
Better quality	110	68.8
Promotion	3	1.9
Environmental friendly	12	7.5
Interest in the product	14	8.8

Figure 4.24



CONCLUSION:

From the above table and diagram, it is observed that

- 13.1%**(21)** of the respondents prefer price while shifting from one brand to another brand.
- 68.8%**(110)** of the respondents prefer quality while shifting from one brand to another brand.
- 1.9%**(3)** of the respondents prefer promotion while shifting from one brand to another brand.
- 7.5%**(12)** of the respondents prefer environmental friendly option while shifting from one brand to another brand.
- 8.8%**(14)** of the respondents prefer interest in the product as a option while shifting from one brand to another brand.

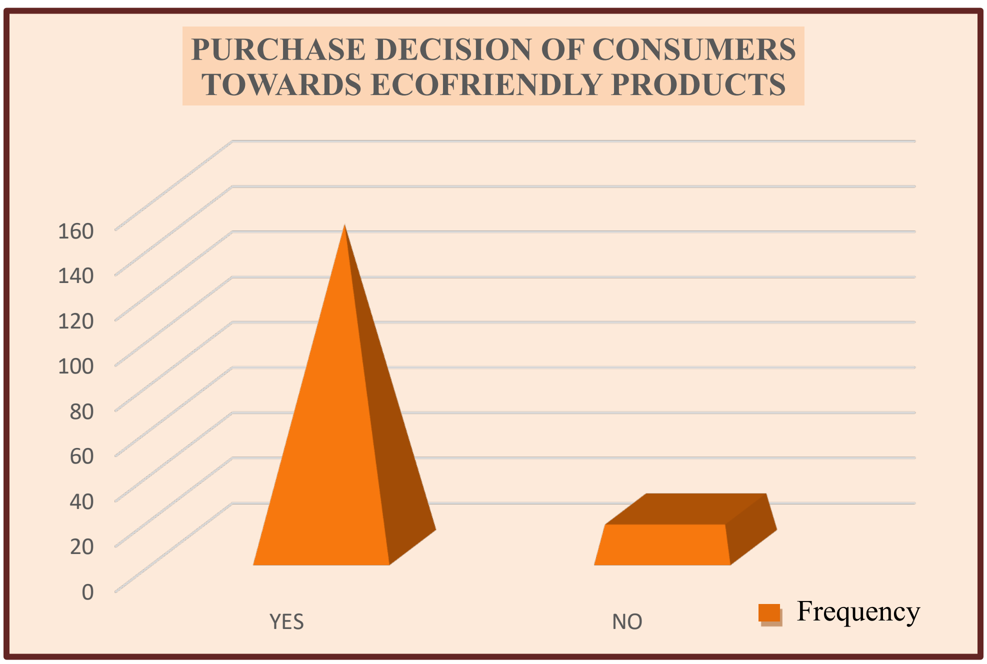
Q25. Do you buy eco-friendly products?

1. Yes 2. No

Table 4.25

ECO-FRIENDLY	FREQUENCY	PERCENT
YES	143	84.9
NO	17	10.6

Figure 4.25



CONCLUSION:

From the above table and diagram ,it is observed that

- 84.9%**(143)**of the respondents buy eco-friendly products.
- 10.6%**(17)** of the respondents do not buy eco-friendly products.

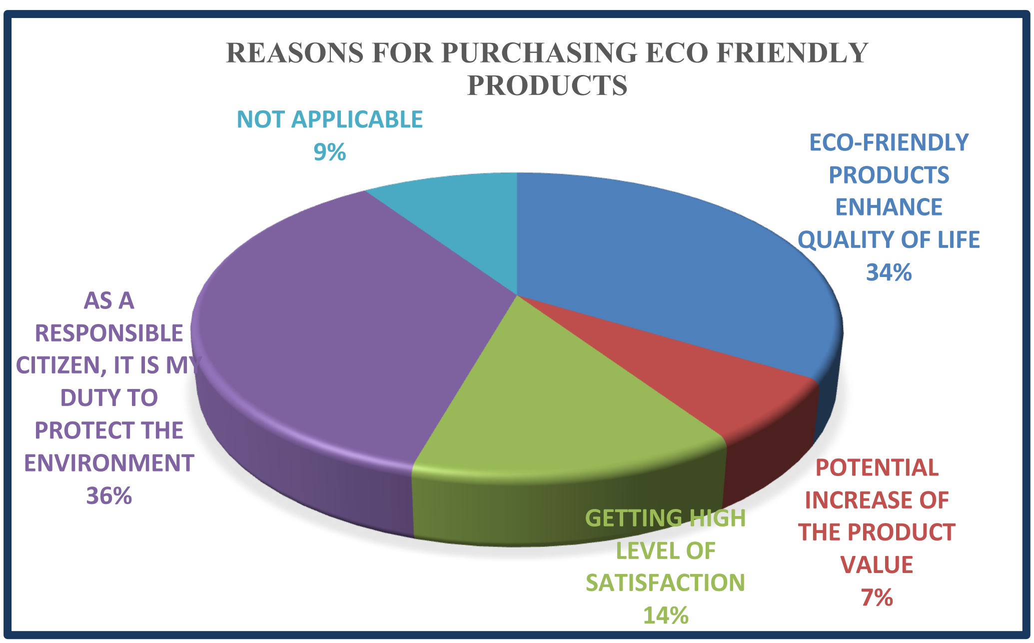
Q26 : If yes, why (only one option to be selected)

1. Eco-Friendly products enhance quality of life
2. Potential increase of the product value
3. Getting high level of satisfaction
4. As a responsible citizen, it is my duty to protect environment

Table 4.26

ECO-FRIENDLY	FREQUENCY	PERCENT
Eco-friendly products enhance quality of life	54	33.8
Potential increase of the product value	11	6.9
Getting high level of satisfaction	22	13.8
As a responsible citizen, it is my duty to protect the environment	58	36.3
Not applicable	15	9.4
Total	160	100

Figure 4.26



CONCLUSION :

From the above table and diagram ,it is observed that

- 33.8%**(54)** of the respondents buy eco friendly products to enhance the quality of life.
- 6.9%**(11)** of the respondents buy eco friendly products as it leads to potential increase of product value.
- 13.8%**(22)**of the respondents eco friendly products as it gives high level of satisfaction.
- 36.3%**(58)** of the respondents feel that as a responsible citizen ,it's their duty to protect the environment.
- 9.4%**(15)**of the respondents do not buy eco-friendly product.

Q27: If you have been using a product for quite a while and you are satisfied with it would you suggest others to go for it ?

1. Yes, I always share my experience
2. I leave it to others to find out what’s best for them

Table 4.27

	FREQUENCY	PERCENT
Yes, I always share my experience	127	79.4
I leave it to others to find out what's best for them	33	20.6
Total	160	100.0

Figure 4.27

CONCLUSION :

From the above table,it is observed that

- 79.4%(**127**) of the respondents always share their experience.
- 20.6%(**33**) of the respondents leave it to others to find out what’s best for them.

Q28: Please mark your level of agreement with the following statements

1-Stongly Agree 2- Agree 3- Neutral 4- Disagree 5-Strongly Disagree

S.No	Questions	1	2	3	4	5
1.	Celebrities influence purchase decision of a product					
2.	Expensive products are more worthy than low cost products					
3.	Going to shopping malls adds to your status					
4.	Warranty of the goods influences your buying decision					
5.	Stock clearance and Exchange offers are beneficial for the customers					
6.	I will try to buy things even if it goes out of budget as it ensures better quality and has celebrity influence					
7.	Brand name influences purchase decisions					

Table 4.28

STATEMENTS	MEAN	STANDARD DEVIATION	N
Celebrities influence purchase decision of a product	2.87	1.379	160
Expensive products are more worthy than low cost products	2.76	1.212	160
Going to shopping malls adds to your status	2.98	1.427	160
Warranty of the goods influences your buying decision	3.02	1.389	160
Stock clearance and exchange offers are beneficial for the customers	3.12	1.261	160
I will try to buy things even if it goes out of budget as it ensures better quality and has celebrity influence	3.16	1.298	160
Brand name influences purchase decisions	2.96	1.278	160

CONCLUSION:

From the above table,it is observed that

- **Most of the respondents Strongly agreed that**
  1. They will try to buy things even if it it goes out of budget as it ensures better quality and has celebrity influence(mean=3.16)
  2. stock clearance and exchange offers are beneficial for the customers(mean=3.12)
  3. warranty of the goods influences your buying decision(mean=3.02)

- **Most of the respondents agreed that**
  1. Going to shopping malls adds to your status(mean=2.98)
  2. Brand name influences purchase decisions(mean=2.96)
- **Most of the respondents disagree and Strongly disagree that**
  1. Celebrities influence purchase decision of a product (mean=2.87)
  2. Products are expensive more worthy than low cost products(mean=2.76)

GENDER * CATEGORIES YOU SHOP MOST OFTEN :

Null Hypothesis (H_0) : There is no significant difference between gender of people and the categories they shop most often.

Alternative Hypothesis (H_1) : There is a significant difference between gender of people and the categories they shop most often.

GENDER * CATEGORIES YOU SHOP MOST OFTEN							
			CATEGORIES YOU SHOP MOST OFTEN				Total
			Clothing	Cosmetics	Gadgets	Others	
GENDER	Female	Count	52	7	5	8	72
		Expected Count	45.0	8.1	10.8	8.1	72.0
	Male	Count	48	11	19	10	88
		Expected Count	55.0	9.9	13.2	9.9	88.0
Total		Count	100	18	24	18	160
		Expected Count	100.0	18.0	24.0	18.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.917[a]	3	0.048
Likelihood Ratio	8.384	3	0.039
Linear-by-Linear Association	3.648	1	0.056
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p < 0.05$ i.e.,($0.048 < 0.05$). Therefore, we reject the Null Hypothesis and conclude that there is a significant difference between gender of people and the categories they shop most often.

$$C=\sqrt{\frac{\chi^2}{\chi^2+N}}=21.7\%$$

Hence there is 21.7% association.

GENDER * WHAT IS THE AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT :

Null Hypothesis (H_0) : There is no significant difference between gender of people and the average time they spend on shopping.

Alternative Hypothesis (H_1) : There is a significant difference between gender of people and the average time they spend on shopping.

GENDER * WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT							
			WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT				Total
			LESS THAN 30 MIN	30MIN -1 HR	1 HR-2 HR	MORE THAN 2 HRS	
GENDER	FEMALE	Count	9	40	19	4	72
		Expected Count	16.7	34.2	15.3	5.9	72.0
	MALE	Count	28	36	15	9	88
		Expected Count	20.4	41.8	18.7	7.2	88.0
Total		Count	37	76	34	13	160
		Expected Count	37.0	76.0	34.0	13.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.870[a]	3	0.012
Likelihood Ratio	11.292	3	0.010
Linear-by-Linear Association	1.963	1	0.161
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p < 0.05$ i.e.,($0.012 < 0.05$). Therefore, we reject the Null Hypothesis and conclude that there is a significant difference between gender of people and the average time they spend on shopping.

$$C=\sqrt{\frac{\chi^2}{\chi^2+N}}=25.2\%$$

Hence there is 25.2% association.

GENDER * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER:

Null Hypothesis (H_0) : There is no significant difference between gender of people and the mode of shopping they prefer.

Alternative Hypothesis (H_1) : There is a significant difference between gender of people and the mode of shopping they prefer .

GENDER * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER					
			WHICH MODE OF SHOPPING DO YOU USUALLY PREFER		Total
			ONLINE SHOPPING	TRADITIONAL SHOPPING	
GENDER	FEMALE	Count	19	53	72
		Expected Count	19.4	52.7	72.0
	MALE	Count	24	64	88
		Expected Count	23.7	64.4	88.0
Total		Count	43	117	160
		Expected Count	43.0	117.0	160.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.016[a]	1	0.900
Continuity Correction[b]	0.000	1	1.000
Likelihood Ratio	0.016	1	0.900
Fisher's Exact Test			
Linear-by-Linear Association	0.016	1	0.900
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of p >0.05 i.e.,(0.9 > 0.05). Therefore, we accept the Null Hypothesis and conclude that there is no significant difference between gender of people and the mode of shopping they prefer.

CATEGORIES YOU SHOP MOST OFTEN * WHICH FACTORS INFLUENCE YOU THE MOST WHILE CHOOSING PRODUCTS_NEW ARRIVALS :

Null Hypothesis (H_0) : There is no significant difference between the categories that consumers shop most often and the influence of a factor like new arrivals while choosing products.

Alternative Hypothesis (H_1) : There is a significant difference between the categories that consumers shop most often and the influence of a factor like new arrivals while choosing products.

CATEGORIES YOU SHOP MOST OFTEN * NEW ARRIVALS					
			NEW ARRIVALS		Total
			Not selected	Selected	
CATEGORIES YOU SHOP MOST OFTEN	Clothing	Count	59	41	100
		Expected Count	60.0	40.0	100.0
	Cosmetics	Count	10	8	18
		Expected Count	10.8	7.2	18.0
	Gadgets	Count	16	8	24
		Expected Count	14.4	9.6	24.0
	Others	Count	11	7	18
		Expected Count	10.8	7.2	18.0
Total		Count	96	64	160
		Expected Count	96.0	64.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.644[a]	3	0.886
Likelihood Ratio	0.652	3	0.884
Linear-by-Linear Association	0.200	1	0.654
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p > 0.05$ i.e.,($0.886 > 0.05$). Therefore, we accept the Null Hypothesis and conclude that there is no significant difference between the categories that consumers shop most often and the influence of a factor like new arrivals while choosing products.

AGE * CATEGORIES YOU SHOP MOST OFTEN :

Null Hypothesis (H_0) : There is no significant difference between age of people and the categories they shop most often.

Alternative Hypothesis (H_1) : There is a significant difference between age of people and the categories they shop most often.

BEFORE POOLING :

AGE * CATEGORIES YOU SHOP MOST OFTEN Cross tabulation							
			CATEGORIES YOU SHOP MOST OFTEN				Total
			CLOTHING	COSMETICS	GADGETS	OTHERS	
AGE	13-23	Count	48	4	7	4	63
		Expected Count	39.4	7.1	9.5	7.1	63.0
	24-34	Count	20	7	4	7	38
		Expected Count	23.8	4.3	5.7	4.3	38.0
	35-45	Count	22	5	8	4	39
		Expected Count	24.4	4.4	5.9	4.4	39.0
	46 AND ABOVE	Count	10	2	5	3	20
		Expected Count	12.5	2.3	3.0	2.3	20.0
Total		Count	100	18	24	18	160
		Expected Count	100.0	18.0	24.0	18.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.040[a]	9	.161
Likelihood Ratio	12.725	9	.175
Linear-by-Linear Association	5.160	1	.023
N of Valid Cases	160		
7 cells (43.8%) have expected count less than 5. The minimum expected count is 2.25.			

Since 7 cells has expected count less than 5, we perform the method of pooling .

Therefore, we pool 2nd,3rd & 4th rows.

AFTER POOLING :

AGE * CATEGORIES YOU SHOP MOST OFTEN					
			CATEGORIES YOU SHOP MOST OFTEN		Total
			CLOTHING	OTHERS	
AGE	13-23	Count	48	15	63
		Expected Count	39.4	23.6	63.0
	24-34	Count	20	18	38
		Expected Count	23.8	14.3	38.0
	35-45	Count	22	17	39
		Expected Count	24.4	14.6	39.0
	46 AND ABOVE	Count	10	10	20
		Expected Count	12.5	7.5	20.0
Total		Count	100	60	160
		Expected Count	100.0	60.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	8.567[a]	3	0.036
Likelihood Ratio	8.820	3	0.032
Linear-by-Linear Association	6.017	1	0.014
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of p <0.05 i.e.,(0.036 > 0.05). Therefore, we reject the Null Hypothesis and conclude that there is a significant difference between the age of people and the categories they shop most often.

$$C=\sqrt{\frac{\chi^2}{\chi^2+N}}=23.1\%$$

Hence there is 23.1% association.

WHAT IS THE AVERAGE TIME YOU SPEND ON SHOPPING * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER :

Null Hypothesis (H_0) : There is no significant difference between the average time spent on shopping and the mode of shopping preferred by consumers.

Alternative Hypothesis (H_1) : There is a significant difference between the average time spent on shopping and the mode of shopping preferred by consumers.

BEFORE POOLING :

WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER					
			WHICH MODE OF SHOPPING DO YOU USUALLY PREFER		Total
			Online shopping	Traditional shopping	
WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT	LESS THAN 30 MIN	Count	9	28	37
		Expected Count	9.9	27.1	37.0
	30MIN -1 HR	Count	17	59	76
		Expected Count	20.4	55.6	76.0
	1 HR-2 HR	Count	11	23	34
		Expected Count	9.1	24.9	34.0
	MORE THAN 2 HRS	Count	6	7	13
		Expected Count	3.5	9.5	13.0
Total		Count	43	117	160
		Expected Count	43.0	117.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.886[a]	3	0.274
Likelihood Ratio	3.646	3	0.302
Linear-by-Linear Association	2.583	1	0.108
N of Valid Cases	160		
1 cells (12.5%) have expected count less than 5. The minimum expected count is 3.49.			

Since 1 cell has expected count less than 5, we perform the method of pooling . Therefore, we pool 3rd & 4th rows.

AFTER POOLING :

WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER					
			WHICH MODE OF SHOPPING DO YOU USUALLY PREFER		Total
			Online shopping	Traditional shopping	
WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT	Less than 30 min	Count	9	28	37
		Expected Count	9.9	27.1	37.0
	30min -1 hr	Count	17	59	76
		Expected Count	20.4	55.6	76.0
	More than 1 hr	Count	17	30	47
		Expected Count	12.6	34.4	47.0
Total		Count	43	117	160
		Expected Count	43.0	117.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.974[a]	2	0.226
Likelihood Ratio	2.884	2	0.236
Linear-by-Linear Association	1.712	1	0.191
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of p >0.05 i.e.,(0.226 > 0.05). Therefore, we accept the Null Hypothesis and conclude that there is no significant difference between the average time spent on shopping and the mode of shopping preferred by consumers.

AGE * WHAT IS THE AVERAGE TIME YOU SPEND ON SHOPPING:

Null Hypothesis (H_0) : There is no significant difference between age of people and the average time they spend on shopping.

Alternative Hypothesis (H_1) : There is a significant difference between age of people and the average time they spend on shopping .

BEFORE POOLING :

AGE * WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT							
			WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT				TOTAL
			Less than 30 min	30min -1 hr	1 hr-2 hr	More than 2 hrs	
AGE	13-23	Count	10	33	16	4	63
		Expected Count	14.6	29.9	13.4	5.1	63.0
	24-34	Count	9	20	8	1	38
		Expected Count	8.8	18.1	8.1	3.1	38.0
	35-45	Count	13	13	6	7	39
		Expected Count	9.0	18.5	8.3	3.2	39.0
	46 AND ABOVE	Count	5	10	4	1	20
		Expected Count	4.6	9.5	4.3	1.6	20.0
Total		Count	37	76	34	13	160
		Expected Count	37.0	76.0	34.0	13.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	13.112[a]	9	0.158
Likelihood Ratio	12.659	9	0.179
Linear-by-Linear Association	0.392	1	0.531
N of Valid Cases	160		
5 cells (31.3%) have expected count less than 5. The minimum expected count is 1.63.			

Since 5 cells have expected count less than 5, we perform the method of pooling . Therefore, we pool 3rd & 4th columns and 3rd & 4th rows.

AFTER POOLING :

AGE * WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT						
			WHAT IS AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT			Total
			Less than 30 min	30min -1 hr	More than 1 hr	
AGE	13-23	Count	10	33	20	63
		Expected Count	14.6	29.9	18.5	63.0
	24-34	Count	9	20	9	38
		Expected Count	8.8	18.1	11.2	38.0
	35 and above	Count	18	23	18	59
		Expected Count	13.6	28.0	17.3	59.0
Total		Count	37	76	47	160
		Expected Count	37.0	76.0	47.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.822[a]	4	0.306
Likelihood Ratio	4.941	4	0.293
Linear-by-Linear Association	1.487	1	0.223
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p > 0.05$ i.e.,($0.306 > 0.05$). Therefore, we accept the Null Hypothesis and conclude that there is no significant difference between age of people and the average time they spend on shopping**.**

AGE * BRAND NAME INFLUENCES PURCHASE DECISIONS :

Null Hypothesis (H_0) : There is no significant difference between age of people and the influence of brand name on their purchase decisions .

Alternative Hypothesis (H_1) : There is a significant difference between age of people and the influence of brand name on their purchase decisions .

BEFORE POOLING :

AGE * BRAND NAME INFLUENCES PURCHASE DECISIONS								
			BRAND NAME INFLUENCES PURCHASE DECISIONS					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
AGE	13-23	Count	11	7	12	16	17	63
		Expected Count	9.8	13.8	17.3	13.0	9.1	63.0
	24-34	Count	3	17	10	5	3	38
		Expected Count	5.9	8.3	10.5	7.8	5.5	38.0
	35-45	Count	9	7	12	8	3	39
		Expected Count	6.1	8.5	10.7	8.0	5.6	39.0
	46 and above	Count	2	4	10	4	0	20
		Expected Count	3.1	4.4	5.5	4.1	2.9	20.0
Total		Count	25	35	44	33	23	160
		Expected Count	25.0	35.0	44.0	33.0	23.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	35.484[a]	12	0.000
Likelihood Ratio	35.791	12	0.000
Linear-by-Linear Association	5.267	1	0.022
N of Valid Cases	160		
4 cells (20.0%) have expected count less than 5. The minimum expected count is 2.88.			

Since 4 cells have expected count less than 5, we perform the method of pooling . Therefore, we pool 3rd & 4th rows.

AFTER POOLING :

AGE * BRAND NAME INFLUENCES PURCHASE DECISIONS								
			BRAND NAME INFLUENCES PURCHASE DECISIONS					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
AGE	13-23	Count	11	7	12	16	17	63
		Expected Count	9.8	13.8	17.3	13	9.1	63
	24-34	Count	3	17	10	5	3	38
		Expected Count	5.9	8.3	10.5	7.8	5.5	38
	35 and above	Count	11	11	22	12	3	59
		Expected Count	9.2	12.9	16.2	12.2	8.5	59
Total		Count	25	35	44	33	23	160
		Expected Count	25	35	44	33	23	160

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	31.688[a]	8	0.000
Likelihood Ratio	30.673	8	0.000
Linear-by-Linear Association	6.562	1	0.010
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of p < 0.05 i.e.,(0.000 < 0.05). Therefore, we reject the Null Hypothesis and conclude that there is a significant difference between age of people and the influence of brand name on their purchase decisions .

$$C=\sqrt{\frac{\chi^2}{\chi^2+N}}=40.7\%$$

Hence there is 40.7% association.

MONTHLY INCOME OF YOUR FAMILY * WHAT IS THE APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN THE PAST TWO MONTHS :

Null Hypothesis (H_0) : There is no significant difference between monthly income of a family and the money they spent on shopping in the past two months.

Alternative Hypothesis (H_1) : There is a significant difference between monthly income of a family and the money they spent on shopping in the past two months.

BEFORE POOLING :

MONTHLY INCOME OF YOUR FAMILY * WHAT IS APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN PAST 2 MONTHS							
			WHAT IS APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN PAST 2 MONTHS				Total
			1000-5000	5001-10000	10001-15000	15001 AND ABOVE	
MONTHLY INCOME OF YOUR FAMILY	BELOW 20000	Count	23	8	4	4	39
		Expected Count	22.2	9.5	2.7	4.6	39.0
	20000-50000	Count	35	10	0	1	46
		Expected Count	26.2	11.2	3.2	5.5	46.0
	50000-90000	Count	20	13	3	5	41
		Expected Count	23.3	10.0	2.8	4.9	41.0
	ABOVE 90000	Count	13	8	4	9	34
		Expected Count	19.3	8.3	2.3	4.0	34.0
Total		Count	91	39	11	19	160
		Expected Count	91.0	39.0	11.0	19.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.689[a]	9	0.010
Likelihood Ratio	24.796	9	0.003
Linear-by-Linear Association	8.374	1	0.004
N of Valid Cases	160		
7 cells (43.8%) have expected count less than 5. The minimum expected count is 2.34.			

Since 7 cells have expected count less than 5, we perform the method of pooling . Therefore, we pool 3^{rd} & 4^{th} columns.

AFTER POOLING :

MONTHLY INCOME OF YOUR FAMILY * WHAT IS APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN PAST 2 MONTHS						
			WHAT IS APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN PAST 2 MONTHS			Total
			1000-5000	5001-10000	10001 AND ABOVE	
MONTHLY INCOME OF YOUR FAMILY	BELOW 20000	Count	23	8	8	39
		Expected Count	22.2	9.5	7.3	39.0
	20000-50000	Count	35	10	1	46
		Expected Count	26.2	11.2	8.6	46.0
	50000-90000	Count	20	13	8	41
		Expected Count	23.3	10.0	7.7	41.0
	ABOVE 90000	Count	13	8	13	34
		Expected Count	19.3	8.3	6.4	34.0
Total		Count	91	39	30	160
		Expected Count	91.0	39.0	30.0	160.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	20.552[a]	6	0.002
Likelihood Ratio	23.090	6	0.001
Linear-by-Linear Association	7.734	1	0.005
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p < 0.05$ i.e.,($0.002 < 0.05$). Therefore, we reject the Null Hypothesis and conclude that there is a significant difference between monthly income of a family and the money they spent on shopping in the past two months.

C= $\sqrt{\dfrac{\chi^2}{\chi^2 + N}}$ **=33.7%** Hence there is 33.7% association.

MONTHLY INCOME OF YOUR FAMILY * GOING TO SHOPPING MALLS ADDS TO YOUR STATUS :

Null Hypothesis (H_0) : There is no significant difference between monthly income of a family and the intention that going to shopping malls adds to an individual's status.

Alternative Hypothesis (H_1) : There is a significant difference between monthly income of a family and the intention that going to shopping malls adds to an individual's status.

BEFORE POOLING :

MONTHLY INCOME OF YOUR FAMILY * GOING TO SHOPPING MALLS ADDS TO YOUR STATUS

			GOING TO SHOPPING MALLS ADDS TO YOUR STATUS					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
MONTHLY INCOME OF YOUR FAMILY	BELOW 20000	Count	10	3	8	7	11	39
		Expected Count	8.8	5.6	10.5	6.1	8.0	39.0
	20000-50000	Count	10	8	13	7	8	46
		Expected Count	10.4	6.6	12.4	7.2	9.5	46.0
	50000-90000	Count	8	8	12	4	9	41
		Expected Count	9.2	5.9	11.0	6.4	8.5	41.0
	ABOVE 90000	Count	8	4	10	7	5	34
		Expected Count	7.7	4.9	9.1	5.3	7.0	34.0
Total		Count	36	23	43	25	33	160
		Expected Count	36.0	23.0	43.0	25.0	33.0	160.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.079[a]	12	0.852
Likelihood Ratio	7.341	12	0.834
Linear-by-Linear Association	0.397	1	0.528
N of Valid Cases	160		
1 cell (5.0%) has expected count less than 5. The minimum expected count is 4.89.			

Since 1 cell has expected count less than 5, we perform the method of pooling . Therefore, we pool 3rd & 4th rows.

AFTER POOLING :

MONTHLY INCOME OF YOUR FAMILY * GOING TO SHOPPING MALLS ADDS TO YOUR STATUS								
			GOING TO SHOPPING MALLS ADDS TO YOUR STATUS					Total
			Strongly disagree	Disagree	Neutral	Agree	Strongly agree	
MONTHLY INCOME OF YOUR FAMILY	Below 20000	Count	10	3	8	7	11	39
		Expected Count	8.8	5.6	10.5	6.1	8	39
	20000-50000	Count	10	8	13	7	8	46
		Expected Count	10.4	6.6	12.4	7.2	9.5	46
	50001 and above	Count	16	12	22	11	14	75
		Expected Count	16.9	10.8	20.2	11.7	15.5	75
Total		Count	36	23	43	25	33	160
		Expected Count	36	23	43	25	33	160

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.301[a]	8	0.829
Likelihood Ratio	4.467	8	0.813
Linear-by-Linear Association	0.473	1	0.492
N of Valid Cases	160		

CONCLUSION :

From the above table, we observe that the value of $p > 0.05$ i.e.,($0.829 > 0.05$). Therefore, we accept the Null Hypothesis and conclude that there is no significant difference between monthly income of a family and the intention that going to shopping malls adds to an individual's status.

CHAPTER 6: INFERENCE

- 39.4%(**63**) of respondents are mostly of Age group 13-23; 23.8%(**38**) of respondents are mostly of Age group 24-34 ; 24.4%(**39**) of respondents are mostly of Age group 35-45 ; 12.5%(**20**) of respondents are mostly of Age group 46 and Above
- 45%**(72)** of the respondents are females ; 55%**(88)** of the respondents are male**.**
- 12.5%**(20)** of the respondents are self-employed ;33.8%**(54)** of the respondents are private employee ; 6.9%**(11)** of the respondents are government employees; 36.9%**(59)** of the respondents are students ; 6.3%**(10)** of the respondents are home makers ; 3.8%**(6)** of the respondents are doing other jobs .
- 48.1%**(77)** of the respondents are married and 51.9%**(83)** of the respondents are unmarried.
- 24.4%**(39)**of the respondents have their monthly income as below 20000;28.8%**(46)**of the respondents have their monthly income as 20000-50000;25.6%**(41)**of the respondents have their monthly income as 50000-90000;21.3%**(34)** of the respondents have their monthly income as above 90000.
- 70%**(112)**of the respondents prefer clothing as their most purchased item;6.3%**(10)** of the respondents prefer cosmetics as their most purchased item;12.5%**(20)** of the respondents prefer gadgets as their most purchased ite;11.3%**(18)** of the respondents prefer other items as their most purchased item.
- 13.8%**(22)** of the respondents prefer off sale shopping;11.3%**(18)** of the respondents prefer on sale shopping;75%**(120)** of the respondents prefer both
- 56.9%**(91)** of the respondents selected clothing as the most influencing factor while choosing products.

  53.8%**(86)** of the respondents selected discounts as influencing factor while choosing products.

  40%**(64)** of the respondents selected new arrivals as influencing factor while choosing products.

  21.3%**(34)** of the respondents selected compulsive shopping as influencing factor while purchasing product;33.8%**(54)** of the respondents selected no particular reason while purchasing a product.
- 56.9%**(91)** of the respondents spend 1000-5000 rupees on shopping in past 2 months**;**24.4%**(39)** of the respondents spend 5001-10000 rupees on shopping in past 2 months;6.9%**(11)**of the respondents spend 10001-15000 rupees on shopping in past 2 months;11.9%**(19)** of the respondents spend 15001 and above on shopping in past 2 months.
- 23.1%**(37)** of the respondents spend less than 30 minutes for purchasing a product; 47.5%**(76)**of the respondents spend 30 min-1hr for purchasing a product; 21.3%**(34)** of the respondents spend 1hr-2hr for purchasing a product.;8.1%**(13)** of the respondents spend more than 2hrs for purchasing a product

- 26.9%**(43)** of the respondents prefer online shopping;73.1%**(117)**of the respondents prefer traditional shopping.
- 65.6%**(105)** of the respondents selected family and friends as the source of information that influences buying decision ;50%**(80)** of the respondents selected past experience as the source of information that influences buying decision ;28.1%**(45)**of the respondents selected advertisements as the source of information that influences buying decision ;32.5%**(52)** of the respondents selected social media and internet as the source of information that influences buying decision ;18.8%**(30)** of the respondents selected celebrity endorsement as the source of information that influences buying decision ; 62.5%(**100)**of the respondents selected personal interest as the source of information that influences buying decision ; 2.5%**(4)**of the respondents selected none of the above as the source of information that influences buying decision .
- The most preferred category was ranked in the following order:
  1. Clothing and apparel
  2. Food items
  3. Cosmetics
  4. Electronics
  5. Home and kitchen
  6. Accessories
  7. Travel essential
- 66.9%**(107)** of the respondents like to enquire about the product;4.4%**(7)** of the respondents like to try to purchase immediately;28.8%**(46)** of the respondents like to ignore.
- 74.4%(119) of the respondents selected personal factors as most important while shopping;26.3%(42) of the respondents selected psychological factors as most important while shopping;43.1%(69) of the respondents selected traditional factors as most important while shopping;30%(48) of the respondents selected social factors as most important while shopping;9.4%(15) of the respondents selected none of the above.
- 13.8% **(22)** of the respondents think that online deliveries are better than offline purchases;36.9%**(59)** of the respondents think that online deliveries are not better than offline purchases;49.4%**(79)**of the respondents think that online deliveries maybe better than offline purchases.
- 73.8%(118) of the respondents selected quality as a basis to trust a particular brand;43.8%(70) of the respondents selected offers and coupons as a basis to trust a particular brand.;30%(48) of the respondents selected memberships as a basis to trust a particular brand;21.9%(35) of the respondents selected celebrity endorsement as a basis to trust a particular brand;15.6%(25) of the respondents selected all the above.
- 22.5%**(36)** of the respondents were a part of hand-me-down sales;77.5%**(124)**of the respondents were not a part of hand-me-down sales.

- 31.9%(51) of the respondents selected electronics as the preferable option in second hand buying.;48.1%(77) of the respondents selected automobiles as the preferable option in second hand buying;25%(40) of the respondents selected travel essential as the preferable option in second hand buying;31.3%(50) of the respondents selected home essential as the preferable option in second hand buying;48.8%(78) of the respondents selected other as the preferable option in second hand buying.
- 8.1%**(13)** of the respondents get influenced by the sales representatives;34.4%**(55)** of the respondents depend on the demo given by the sales representatives;41.3%**(66)** of the representatives are mentally prepared;16.3%**(26)** of the respondents cannot answer to the question.
- 34%(54) of the respondents stop using services from a particular brand as it has less variety of products.
- 26%(41) of the respondents stop using services from a particular brand as it has unreasonable prices and service fee ;22%(36) of the respondents stop using services from a particular brand as they are not satisfied with shops service;7%(12) of the respondents stop using services from a particular brand as they are not satisfied with the staff;6%(9) of the respondents stop using services from a particular brand as they are not covienient with the shops location;5%(8) of the respondents stop using services from a particular brand as they are not convinient with the parking lot.
- 13.1%**(21)** of the respondents prefer price while shifting from one brand to another brand;68.8%**(110)** of the respondents prefer quality while shifting from one brand to another brand;1.9%**(3)** of the respondents prefer promotion while shifting from one brand to another brand;7.5%**(12)** of the respondents prefer environmental friendly option while shifting from one brand to another brand;8.8%**(14)** of the respondents prefer interest in the product as a option while shifting from one brand to another brand.
- 84.9%**(143)**of the respondents buy eco-friendly products;10.6%**(17)** of the respondents do not buy eco-friendly products.
- 33.8%**(54)** of the respondents buy ecofriendly products to enhance the quality of life;6.9%**(11)** of the respondents buy ecofriendly products as it leads to potential increase of product value;13.8%**(22)**of the respondents ecofriendly products as it gives high level of satisfaction;36.3%**(58)** of the respondents feel that as a responsible citizen, it's their duty to protect the environment; 9.4%**(15)**of the respondents do not buy eco-friendly product.
- 79.4%(**127**) of the respondents always share their experience;20.6%(**33**) of the respondents leave it to others to find out what's best for them.
- **Most of the respondents Strongly agreed that**
  1. They will try to buy things even if it goes out of budget as it ensures better quality and has celebrity influence (mean=3.16)
  2. Stock clearance and exchange offers are beneficial for the customers (mean=3.12)
  3. Warranty of the goods influences your buying decision (mean=3.02)

- **Most of the respondents agreed that**
  1. Going to shopping malls adds to your status (mean=2.98)
  2. Brand name influences purchase decisions (mean=2.96)
- **Most of the respondents disagree and Strongly disagree that**
  1. Celebrities influence purchase decision of a product (mean=2.87)
  2. Products are expensive more worthy than low cost products (mean=2.76)

<u>CHI-SQUARE RESULTS :</u>

- There is 21.7% association between gender of people and the categories they shop most often.
- There is 25.2% association between gender of people and the average time they spend on shopping.
- There is no significant difference between gender of people and the mode of shopping they prefer.
- There is no significant difference between the categories that consumers shop most often and the influence of a factor like new arrivals while choosing products.
- There is 23.1% association between the age of people and the categories they shop most often.
- There is no significant difference between the average time spent on shopping and the mode of shopping preferred by consumers.
- There is no significant difference between age of people and the average time they spend on shopping.
- There is 40.7% association between age of people and the influence of brand name on their purchase decisions.
- There is 33.7% association between monthly income of a family and the money they spent on shopping in the past two months .
- There is no significant difference between monthly income of a family and the intention that going to shopping malls adds to an individual's status.

NULL HYPOTHESES

- GENDER * CATEGORIES YOU SHOP MOST OFTEN :
  Null Hypothesis (H_0) : There is no significant difference between gender of people and the categories they shop most often.

- GENDER * WHAT IS THE AVERAGE TIME YOU SPEND ON PURCHASING A PRODUCT :
  Null Hypothesis (H_0) : There is no significant difference between gender of people and the average time they spend on shopping.

- GENDER * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER:
  Null Hypothesis (H_0) : There is no significant difference between gender of people and the mode of shopping they prefer.

- CATEGORIES YOU SHOP MOST OFTEN * WHICH FACTORS INFLUENCE YOU THE MOST WHILE CHOOSING PRODUCTS_NEW ARRIVALS :
  Null Hypothesis (H_0) : Categories that consumers shop most often and the influence of a factor like new arrivals while choosing products have no significant difference.

- AGE * CATEGORIES YOU SHOP MOST OFTEN :
  Null Hypothesis (H_0) : Age of people and the categories they shop most often have no significant difference.

- WHAT IS THE AVERAGE TIME YOU SPEND ON SHOPPING * WHICH MODE OF SHOPPING DO YOU USUALLY PREFER :
  Null Hypothesis (H_0) : Average time spent on shopping and the mode of shopping preferred by consumers have no significant difference.

- AGE * WHAT IS THE AVERAGE TIME YOU SPEND ON SHOPPING:
  Null Hypothesis (H_0) : There is no significant difference between age of people and the average time they spend on shopping.

- AGE * BRAND NAME INFLUENCES PURCHASE DECISIONS :
  Null Hypothesis (H_0) : There is no significant difference between age of people and the influence of brand name on their purchase decisions .

- MONTHLY INCOME OF YOUR FAMILY * WHAT IS THE APPROXIMATE AMOUNT OF MONEY YOU SPENT ON SHOPPING IN THE PAST TWO MONTHS:
  Null Hypothesis (H_0) : There is no significant difference between monthly income of a family and the money they spent on shopping in the past two months.

- MONTHLY INCOME OF YOUR FAMILY * GOING TO SHOPPING MALLS ADDS TO YOUR STATUS :
  Null Hypothesis (H_0) : There is no significant difference between monthly income of a family and the intention that going to shopping malls adds to an individual's status.

CHAPTER 7 : PROJECT REPORT

- ✓ We can conclude that the average time spent on shopping is around 30min – 1hr .
- ✓ 70% of the respondents prefer clothing as their most purchased item.
- ✓ From the survey, we observe that respondents have chosen Traditional shopping over Online shopping with a whopping 73.1% biased support.
- ✓ Most of the respondents have selected personal satisfaction as a reason for buying branded items over other factors such as recognition, value for money, praise from friends, social capability.
- ✓ There is no significant involvement of consumers in hand-me-down sales as the study shows that 77.5% of them have never been part of such sales.
- ✓ From the study, it is found that Automobiles and other goods are most preferred in Second hand buying .
- ✓ Sales representatives have a positive influence on the customers buying decision as it is observed from the survey that 34.4% of the consumers get influenced by the demo given by sales representatives.
- ✓ **Better Quality** in the product is something that customers look for while shifting from one brand to another and the study supports this judgement with 68.8% positive votes.
- ✓ Consumers mainly focus on the diversity of products available and might stop using services from a retailer due to less variety of products .
- ✓ 84.9% of the respondents have unanimously agreed that they purchase eco-friendly products and majority of them think that being a responsible citizen it is their duty to protect the environment .
- ✓ From the survey we can say that gender and the time spent on shopping are positively associated .
- ✓ Brand name influences purchase decision of people belonging to different age groups.
- ✓ It is found that there is 40.7% association between age of people and the influence of brand name on their purchase decisions.
- ✓ There is 33.7% association between monthly income of a family and the money they spent on shopping in the past two months.

CHAPTER 8 : QUESTIONNAIRE

A STUDY ON CONSUMER BEHAVIOR DURING PURCHASES

1. Age :
   1) 13-23   2) 24-34   3) 35-45   4) 46 and above

2. Gender :
   1) Female   2) Male   3) Others

3. Marital status :
   1) Married   2) Unmarried

4. Occupation :
   1) Self –employed   2) Private employee   3) Government employee
   4) Student   5) Home maker   6) Others

5. Monthly income of your family :
   1) Below 20000   2) 20000-50000   3) 50000-90000   4) Above 90000

6. Categories you shop most often :
   1) Clothing   2) Cosmetics   3) Gadgets   4) Others specify ____

7. What are your shopping preferences :
   1) Off-sale shopping   2) On-sale shopping   3) Both

8. Which factors influence you the most while choosing products (more than one option can be selected):
   1) Occasion   2) Discounts   3) New arrivals
   4) Compulsive shopping   5) No particular reason

9. What is the approximate amount of money you spent on shopping in past two months (shopping includes grocery, apparels and others):
   1) 1000-5000   2) 5001-10000   3) 10001 -15000   4) 15001 and above

10. What is the average time you spend on purchasing a product :
    1) Less than 30 min   2) 30min-1hr   3) 1hr - 2hrs   4) More than 2hrs

11. Which mode of shopping do you usually prefer :
    1) Online shopping   2) Traditional shopping

12. What are the sources of information that influence your buying decisions to catch-up with life trends (more than one option can be selected):

1) Family and friends   2) Past experience   3) Advertisements
4)Social media and internet   5) Celebrity endorsements
6) Personal interest   7) None of the above

13. Keeping aside your general needs, rank the categories you shop most often in order of preference. **(Rank on a scale of 1-7 where 7=most preferred ; 1=least preferred)**

[NOTE: Assign ranks 1,2,3,4,5,6,7 to each of the following without repetition]

1) Clothing and apparel ____________
2) Cosmetics ____________
3) Food items ____________
4) Accessories ____________
5) Electronics ____________
6) Home and kitchen ____________
7) Travel essential ____________

14. What would you do if you come across an advertisement of new item?

1) Enquire about it   2) Try to purchase immediately   3) Ignore

15. What are the factors that are most important to you while shopping?
(more than one option can be selected):

1) Personal factors   2) Psychological factors   3) Traditional factors
4) Social factors   5)None of the above

16. Why do you prefer branded items ? (more than one option can be selected):

1) Recognition   2) Satisfaction   3) Value for money
4) Praise from friends   5) Social capability   6) Others specify_____

17. On a scale of 10, rate your experience at the following places:

1) Malls/multiplex ☐   2) Supermarket ☐
3) Retail/ local stores ☐   4) Hyper markets(like bigbazar, dmart) ☐

18. Do you think online deliveries are better than offline purchases :

1) Yes   2) No   3) Sometimes

19. On what basis do you trust a particular brand (more than one option can be selected):

1) Quality   2) Offers and coupons   3) Memberships
4) Celebrity endorsement   5) All the above

20. Have you ever been a part of Hand -me -down* sales ?
(*Hand-me-down – Goods transferred informally between friends and family for free)

1) Yes   2) No

If yes, please mention the item you sold/purchased ______________________________

21. Which of the following goods do you usually prefer in second hand buying (more than one option can be selected):

1) Electronics   2) Automobiles   3) Travel Essentials
4) Home Essentials   5) Others

22. Do you always purchase the product that you decide/pre-plan or do you get influenced by the sales representatives?

1) Yes, I get influenced by the sales representatives
2) Depends on the demo given by the sales representative
3) No, I'm mentally prepared
4) Cannot answer

23. What is the major factor that stops you using services from a particular retailer (only one option is to be selected)

1) Not satisfied with the shop's service
2) Has less variety of products
3) Is not convenient with parking lot
4) Is not convenient with shop location
5) Unreasonable prices or service fees
6) Not satisfied with the staff
7) Others, please specify___________

24. While shifting from a product of one brand to another brand, what is that you see for the next one?

1) Price   2) Better quality   3) Promotion
4) Environment friendly   5) Interest in the product

25. Do you buy eco-friendly products?

1) Yes   2) No

26. If yes, why (only one option to be selected)

1) Eco-Friendly products enhance quality of life
2) Potential increase of the product value
3) Getting high level of satisfaction
4) As a responsible citizen, it is my duty to protect environment

27. If you have been using a product for quite a while and you are satisfied with it would you suggest others to go for it ?

1) Yes, I always share my experience
2) I leave it to others to find out what's best for them

28. Please mark your level of agreement with the following statements
1-Stongly Agree **2**- Agree **3**- Neutral **4**- Disagree **5**-Strongly Disagree

S.No	Questions	1	2	3	4	5
1.	Celebrities influence purchase decision of a product					
2.	Expensive products are more worthy than low cost products					
3.	Going to shopping malls adds to your status					
4.	Warranty of the goods influences your buying decision					
5.	Stock clearance and Exchange offers are beneficial for the customers					
6.	I will try to buy things even if it goes out of budget as it ensures better quality and has celebrity influence					
7.	Brand name influences purchase decisions					

THANK YOU ! ! !

CHAPTER 9 : BIBILOGRAPHY

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