

**INSTITUTE OF MANAGEMENT STUDIES DAVV INDORE**

**Project Report**

**ON**

**“Consumer Behavior Related to Product”**

Submitted to ***Institute of Management Studies DAVV, Indore*** for the partialfulfillmentfor the degree of Master of Business Administration (2022-2024)

Guided by: Submitted by:

Dr.Varun Keshari Sir Sanskar Dubey

Roll no. – 73157

Course – (MBA

E-com. 2nd SEM)

**DECLARATION**

I (Sanskar Dubey**) ,** hereby declare that the Project Report entitled is **“(Consumer Behavior Related to Product)”** an authentic work done by me under the supervision of “**(Dr.Varun Keshari)”.** The Study was undertaken as a part of the course curriculum of MBA 2nd Semester of **, college name** affiliated to Devi Ahilya Vishwavidyalya, Indore.

I further declare that to the best of my knowledge, this project work does not contain any part of any work which has been submitted for the award of any degree either in this University or in any other University/ Deemed University without proper citation.

Sanskar Dubey

Roll no- 73157

MBA E-com 2nd SEM)

**CERTIFICATE**

This is to certify that the project report entitled carried out by ……………………………. bearing Roll number………………………….. and Enrollment number………………. under my guidance and supervision for award of degree in Master of Business Administration (MBA) of Devi Ahilya Vishwavidyalaya Indore.

To the best of my knowledge the report-

1. Embodies the original work.
2. Fulfill the requirement of the Ordinance relating to the MBA degree of the University.
3. Is up to the desired standard for the purpose of which is submitted.

**Signature of Supervisor**

**Name………………….................**

**ACKNOWLEDGEMENT**

I would like to thank my project guide **“Dr.Varun Keshari Sir ”** for guiding me through my research project. **His** encouragement, time and effort are greatly appreciated

I would like to thank all the respondents who offered their opinions and suggestions through the survey that was conducted by me in my Major Research Project

Last but not the least; I would like to thank my Friends, Relatives who’s supported me directly or indirectly in completing my Major Research Project.

**(Sanskar Dubey)**

**Roll Number - 73157**

**MBA 2nd Semester**

**TABLE OF CONTENT**

**Chapters**

**Chapter 1** -Introduction

**Chapter 2** – Review of Literature

**Chapter 3** – Questionnaire

**Chapter 4** – Excel Data Entry

**Chapter 5** - Data Analysis Output

**Chapter 6 -** Conclusion

**INTRODUCTION**

Consumer behaviour 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.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process.

The roles also vary in different consumption situations; for example, a mother plays the role of an influencer in a child’s purchase process, whereas she plays the role of a disposer for the products consumed by the family.

**PROJECT OF RESEARCH METHODOLOGY**

**TOPIC-:**

**CONSUMER BEHAVIOR**

**Abstract**

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. Consumers often buy products not because of their attributes per se but rather because of the ultimate benefits that these attributes provide, in turn leading to the satisfaction of ultimate values. The important thing in a means-end chain is to start with an attribute, a concrete characteristic of the product, and then logically progress to a series of consequences (which tend to become progressively more abstract) that end with a value being satisfied. Thus, each chain must start with an attribute and end with a value. An important implication of means-end chains is that it is usually most effective in advertising to focus on higher level items.  
  
A market comes into existence because it fulfills the needs of the consumer. Consumer behavior is a complex, dynamic, multidimensional process, and all marketing decisions are based on assumptions about consumer behavior. Models of consumer behavior play a key role in modern empirical Industrial Organization.

**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. The study of consumer Behavior assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the pay and to the disposer, consumers play these roles in the decision process. Consumer Behavior is a complex , dynamic, Multidimensional process and all marketing decisions are based on the assumptions about consumer Behavior which includes communicating , Purchasing , and consuming , interacting.

**1.Literature review**

Despite extensive use of weather data to adjust replenishment and inventory strategies in the retail industry, these companies do clearly know the effect of weather on consumer behavior and retail performance. How does weather affect consumers' purchasing behavior and thus retail performance? We study empirically these questions by analyzing more than 6 million transactions made by more than 1.62 million unique consumers at 146 convenience stores in a convenience store chain in China. We choose sun, rain, temperature, and air quality index as the main weather variables. We use the average number of items per order and the average price of each item in each order as indicators of consumer behavior, and use store daily sales as an indicator of retail performance. We found that under rainy weather, people will buy more products with higher item prices in one order. When temperature rises, people will buy fewer products with a lower item price in one order. In addition, sunny weather and rainy weather have a positive impact on daily sales than cloudy weather. Air quality has a negative impact on daily sales, while temperature has a positive impact on sales. Finally, we study the impact of weather on different product categories. We find that the results depend on the product category characteristics.

**Conclusion**

•

Evaluate the impact of weather on consumer purchasing behavior, the retail performance, and FMCGs.

•

Both sunny and rainy weather have a positive impact on daily sales, compared with cloudy weather.

•

Customers are more sensitive on rainy weather.

**2. Literature Review**

Consumer behavior in the groups or organizations used to select and secure services, products, experiences, or innovations and the developments for meeting their needs and their influences on the purchaser and the society. Knowledge of consumers' conditions, factors, and behavioral reasons ensure competitiveness in entrepreneurship. In this paper, the Adaptive Hybridized Intelligent Computational model (AHICM) has developed to analyze consumer behavior for business development. New products, new beliefs, and psychology for society require a thorough analysis of segments of the market and consumer requirements. Later, in customer behavior analyzing, companies must implement a reliable, effective, and flexible marketing strategy that guarantees profits and sales. It has attained by the strategic planning and the objective market segment objective based on the computational model. The study results are presented by segmenting respondents by the sustainability factor, determining the impact of sustainability values upon consumers' conduct, and identifying barriers to the transformation of values in action.

**Conclusion**

•

AHICM has developed to analyze consumer behavior for business development.

•

The market segment objective based on the computational model

•

Enhances accuracy and prediction ratio in terms of consumer behavior analysis

**3. Literature Review**

Consumers may choose to behave opportunistically and unethically in dealing with firms which can affect the firms’ finances. Both external and internal forces guide this choice for consumers: the fear of sanctions for acting in a manner that society considers unacceptable, and guilt resulting from violating their own internal ethical standards. This paper examines how the interaction of these forces determines the likelihood of unethical consumer behavior. We find that when an unethical behavior is more socially acceptable, even if illegal, individual differences in guilt proneness have greater bearing on a consumer’s decision to behave unethically. However, the role of individual guilt proneness matters less when the unethical behavior is less socially acceptable. The results are consistent across numerous settings in which the firm offers varying degrees of license to consumer to act opportunistically, and potentially unethically (i.e., abusing merchandise return policies, illegally downloading media, and paying small amounts in pay-what-you-wish situations). Our findings reveal boundary conditions of the effect of guilt proneness on ethical behavior suggesting that managers potentially can curtail unethical behavior through making a behavior less socially acceptable, or by influencing the context of the unethical behavior.

**Conclusion**

•

Internal and external forces guide consumer unethical behavior.

•

The social acceptability of a behavior drives consumer unethical behavior.

•

Individual guilt matters less when the unethical behavior is less acceptable.

•

The results are robust across numerous settings.

•

Managers can minimize unethical behavior through acceptability of context.

**4.Literature review**

The literature on consumer behavior in Social commerce (SC) shows inconsistencies in the research findings that might impede their generalizability. Through a meta-analytic study, we explored consumer behavior in SC, compared different theoretical frameworks, tested the moderators among variables, and tested the effect of the factors derived from consumer behavior theory on the stages of consumer decision-making. We found the variables from TAM, TRA/TPB, UTAUT, and the IS Success model to be important in motivating consumer behavior. Furthermore, we found the variables from the IS Success model to be less strongly correlated with SC behavior than the variables from other theories. In contrast, the variables from UTAUT are more strongly correlated with SC behavior. We found interpersonal trust to be more strongly correlated with SC behavior (r+=0.497) compared with organizational trust (r+=0.411). More importantly, we found the difference to be statistically significant (Z=-3.838). This study makes theoretical contributions through a moderator analysis, which helps to better understand the underlying consumer behavior theories, and further examines the role of trust in the integration of such theories. The study also makes contributions to practice by informing SC platform providers on how their consumers behave during the stages of the purchase decision-making process

**Conclusion**

We explored consumer behavior in social commerce through a meta-analytic study.

We examined the effect of multidimensional trust on consumers' social commerce behavior.

We tested the effect of the factors derived from consumer behavioral theories on different consumer decision-making stages.

**5. Literature review**

The purpose of this study is to examine the impact of the plastic bag fee (that was implemented in Turkey recently) on the consumer behavior. For this purpose, a face-to-face consumer survey with 821 respondents was conducted in Istanbul. A paired sample t-test was carried out in order to compare consumers' average frequency of using plastic bags, bringing their own bags for shopping, using plastic bags obtained in shopping for domestic waste and purchasing bin bags for domestic waste before/after the implementation of the policy of charging for plastic bags. Two different multiple regression analyses were carried out to determine which factors affect the change in plastic bag demand by the consumers for when the plastic bags were free of charge and for when they were paid. The results suggest that there has been a statistically significant change in consumers' behaviors towards using plastic bags in shopping and the means of keeping domestic waste.

**Conclusion**

•

The paper evaluates the effect of charging plastic bags on consumer behavior.

•

The demand by the consumer for plastic bags, bin bags, and own bags is analyzed.

•

Face-to-face questionnaires are applied to 821 consumers reside in Istanbul.

•

There has been a change of using plastic bags in shopping.

•

There has been a change of using plastic bags keeping it as domestic waste.

**6. Literature review**

An evolutionary theoretical approach considers the adaptive function of behavior. This article discusses what it means to use an evolutionary approach to generate predictions, and discusses two specific evolutionarily informed theories that have uncovered novel insights into consumer behavior. First, the fundamental motives framework highlights the social challenges faced by our ancestors (e.g., finding mates, avoiding disease) that continue to influence modern consumers in specific and often contradictory ways. Second, the ovulatory shift hypothesis highlights that women experience an increase in mating motivation near ovulation (e.g., increased desire to attract men and outcompete rival women) that has important implications for consumers. An evolution-informed approach can generate new insights about consumer behavior.

**Conclusion**

•

An evolutionary approach to consumer research can generate novel predictions.

•

This approach considers the adaptive function of behavior.

•

Specific challenges faced by our ancestors influence modern consumer behavior.

•

Women's consumer behavior shifts at ovulation, when mating goals are most salient.

**7. Literature review**

This article reviews recently published research about consumers in digital and social media marketing settings. Five themes are identified: (i) consumer digital culture, (ii) responses to digital advertising, (iii) effects of digital environments on consumer behavior, (iv) mobile environments, and (v) online word of mouth (WOM). Collectively these articles shed light from many different angles on how consumers experience, influence, and are influenced by the digital environments in which they are situated as part of their daily lives. Much is still to be understood, and existing knowledge tends to be disproportionately focused on WOM, which is only part of the digital consumer experience. Several directions for future research are advanced to encourage researchers to consider a broader range of phenomena.

**Conclusion**

•

Digital consumer behavior research is growing due to increased technology use.

•

Information from social media is a major influence on consumer decision making.

•

A large focus is on word of mouth; future research should consider other behaviors.

•

Research should consider how consumers are impacted by their digital environments.

•

Important consumer issues such as privacy are under-researched.

**8. literature review**

Understanding consumer behavior based on income-price elasticities of air travel demand is strategic for decision-making in civil aviation industry. The literature analyses markets on a static perspective of demand elasticity, not considering its evolution over time or its diversity throughout the territory. This paper makes use of a panel-data regression analysis method on a database of domestic scheduled flights of Brazil's National Civil Aviation Agency to investigate the passenger demand income-price elasticities for flight connections in Brazil. Its singular nature comprises measuring and comparing the elasticities in different scenarios of the recent Brazilian economic history and considering all the diversity of the country's five geographic macro-regions. The results show different elasticities throughout the territory, depending on the geographical location of the cities involved in the air links. The estimates also vary over time, influenced by the different macroeconomic conditions. By shedding light on the demand elasticity dynamics in a same air market, the paper discusses its explanatory drivers and the strategic implications for the Brazilian civil aviation sector.

**Conclusion**

•

Measuring and comparing demand elasticities in different economic scenarios.

•

Elasticities estimates considering all the diversity of the Brazilian sub-regions.

•

Elasticities estimates also vary over time, influenced by the economic conditions.

•

The strategic implications for the Brazilian civil aviation sector.

**9.Literature Review**

Both food safety and dietary behaviors are major contributors to the global burden of disease, especially in rapidly urbanising environments. The impact that food safety concerns have on dietary behaviors in low- and middle-income countries (LMICs) is insufficiently documented. Therefore, we examined whether food safety concerns influence consumer behaviors/diets in LMICs. A systematic review identified 46 relevant studies from 20 LMICs for inclusion. A socio-ecological food environment framework was used to map food safety factors that influence [consumer behaviors](https://www.sciencedirect.com/topics/earth-and-planetary-sciences/consumer-behaviour) (food acquisition/purchase, eating out of home, food preparation/storage) and diets (consumption of nutrient rich/poor foods). Several studies (n = 11) reported that despite food safety concerns, consumers could not always ensure that they consumed safe food; barriers were affordability, accessibility and appeal. Key concerns included fear of pesticides, [fertilizers](https://www.sciencedirect.com/topics/earth-and-planetary-sciences/fertiliser), hygiene in/around food outlets, unhygienic vendor practices and household storage/preparation methods. These concerns may reduce consumption of animal sourced food and fresh fruit and vegetables; and increase consumption of starchy staples and processed/packaged foods. Policies such as upgrading urban market infrastructure to enhance food safety, accompanied by nutrition and hygiene education, could lead to increased accessibility, affordability and appeal of safe, nutrient-rich foods. Thus, reducing the appeal of packaged/processed food as a means to mitigate food safety risk; thereby contributing to preventing [foodborne disease](https://www.sciencedirect.com/topics/food-science/food-borne-disease) and multiple forms of malnutrition.

**Conclusion**

•

Food safety concerns influence consumer behaviors and diets in urban LMICs.

•

Food safety concerns do not always translate into avoiding unsafe food.

•

Consumer concerns may reduce consumption of freshly sourced foods, while increasing consumption of processed/packaged food.

•

Six research priorities and policy actions are identified to improve food safety and reduce foodborne disease.

**10. Literature Review**

The COVID-19 crisis is among the most disruptive events in recent decades. Its profound consequences have garnered the interest of many studies in various disciplines, including consumer behavior, thereby warranting an effort to review and systematize the literature. Thus, this study systematizes the knowledge generated by 70 COVID-19 and consumer behavior studies in the Scopus database. It employs descriptive analysis, highlighting the importance of using quantitative methods and China and the US as research settings. Co-occurrence analysis further identified various thematic clusters among the studies. The input-process-output consumer behavior model guided the [systematic review](https://www.sciencedirect.com/topics/psychology/systematic-review), covering several psychological characteristics and consumer behaviors. Accordingly, measures adopted by governments, technology, and social media stand out as external factors. However, revised marketing strategies have been oriented toward counteracting various consumer risks. Hence, given that technological and digital formats mark consumer behavior, firms must incorporate digital transformations in their process.

**Conclusion**

•

This study systematizes COVID-19 and consumer behavior studies in the literature.

•

It employs descriptive and co-occurrence analyses, identifying thematic clusters.

•

Government measures, technology and social media stand out as external factors.

•

Revised marketing strategies are oriented toward counteracting consumer risks.

•

Thus, companies must incorporate rapid digital transformations in their process

**Questionnaire**

**TOPIC**

**Consumer Behavior Related to Product**

1. Price is the most important factor when purchasing a product
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Disagree
7. I buy product because they are worth to use regarding with their price and usage quality

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree
6. Friends and family gives me valuable Advice when buying a Product

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Agree
6. Product should be compatible and fit with my needs
7. Strongly Agree
8. Agree
9. Neutral
10. Disagree
11. Strongly Agree

1. If the product price is Cheap then we thought the product would be of low quality
2. Strongly Agree
3. Agree
4. Neutral
5. Disagree
6. Strongly Agree
7. People research about a product before Purchasing it
8. Strongly Agree
9. Agree
10. Neutral
11. Disagree
12. Strong Disagree
13. Now a days, Online Shopping is more preferable than Offline Shopping
14. Strongly Agree
15. Agree
16. Neutral
17. Disagree
18. Strong Disagree
19. What Aspects of the Product / Service were you most satisfied by?

1. Quality
2. Price
3. Purchase Experience
4. Usage Experience
5. Customer Service
6. People choose product based upon their past experiences
7. Strongly Agree
8. Agree
9. Neutral
10. Disagree
11. Strongly Disagree

1. Where do you prefer to Shop?
2. Online B.Offline

**DATA EXCEL ENTRY**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Timestamp** | **Username** | **Mention your Name** | **Mention your age** | **Price is the most important factor when purchasing a Product** | **I Buy product because they are worth to use regarding with their price and usage Quality** | **Friends and Family gives me valuable advice when I buy a product** | **Product should be compatible and fit with my needs** | **If the Product Price is Cheap then we thought the product would be of low Quality** | **People research about a product before purchasing it** | **Now a days, Online shopping is more preferable than Offline shopping** | **People choose product based upon their past experiences** | **Score** | **Where do you prefer to shop?** | **What aspects of the Product / Service were you most satisfied by?** | | | |
| 2022/06/05 9:06:19 PM GMT+5:30 | dubeysanskar5@gmail.com | Sanskar Dubey | 18-24 | 4 | 5 | 4 | 4 | 3 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |
| 2022/06/05 9:19:22 PM GMT+5:30 | rashidubey2516@gmail.com | Rashi | 24-30 | 5 | 4 | 3 | 5 | 4 | 5 | 4 | 1 | 31 | Online | All of the above |  |  |  |
| 2022/06/05 9:35:11 PM GMT+5:30 | pragatidwi400@gmail.com | Pragati Dwivedi | 18-24 | 5 | 5 | 5 | 5 | 2 | 5 | 1 | 1 | 29 | Online | All of the above |  |  |  |
| 2022/06/05 9:42:51 PM GMT+5:30 | khushidubey1398@gmail.com | Khushi dubey | 18-24 | 3 | 5 | 2 | 5 | 2 | 5 | 4 | 4 | 30 | Online | Usage Experience |  |  |  |
| 2022/06/05 10:07:38 PM GMT+5:30 | abhishek050135@gmail.com | Abhishek Dubey | 30-36 | 4 | 4 | 4 | 5 | 3 | 5 | 3 | 4 | 32 | Online | All of the above |  |  |  |
| 2022/06/05 10:10:36 PM GMT+5:30 | kasakahirwar992@gmail.com | Kasak Ahirwar | 18-24 | 1 | 5 | 3 | 4 | 3 | 3 | 4 | 4 | 27 | Online | Usage Experience |  |  |  |
| 2022/06/05 10:27:28 PM GMT+5:30 | nehadubey4693@gmail.com | Neha dubey | 24-30 | 3 | 1 | 4 | 4 | 2 | 4 | 5 | 4 | 27 | Online | Quality |  |  |  |
| 2022/06/05 11:02:30 PM GMT+5:30 | rkdubey1964@gmail.com | RK Dubey | Above 50 | 4 | 3 | 4 | 4 | 3 | 4 | 4 | 5 | 31 | Online | Quality |  |  |  |
| 2022/06/05 11:13:20 PM GMT+5:30 | mritunjaysimple@gmail.com | Mritunjay chaudhary | 18-24 | 4 | 3 | 4 | 5 | 3 | 4 | 4 | 5 | 32 | Online | All of the above |  |  |  |
| 2022/06/06 9:05:19 AM GMT+5:30 | 1432janhavi@gmail.com | Janhavi Mehra | 18-24 | 5 | 4 | 3 | 5 | 3 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |
| 2022/06/06 11:30:09 AM GMT+5:30 | nikitatiwari461@gmail.com | Nikita Tiwari | 18-24 | 5 | 4 | 4 | 4 | 2 | 4 | 4 | 5 | 32 | Online | All of the above |  |  |  |
| 2022/06/06 2:12:00 PM GMT+5:30 | shivangi2002mishra@gmail.com | Shivangi | 18-24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | Usage Experience |  |  |  |
| 2022/06/06 2:45:32 PM GMT+5:30 | anuchoubeyjbp@gmail.com | Anushka choubey | 18-24 | 1 | 1 | 1 | 1 | 1 | 1 | 5 | 5 | 16 | Online | Quality |  |  |  |
| 2022/06/06 2:50:10 PM GMT+5:30 | ro9109899089@gmail.com | Rohit Nayak | 18-24 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 2 | 30 | Online | All of the above |  |  |  |
| 2022/06/06 2:50:57 PM GMT+5:30 | slrtkg@gmail.com | M L Jain | Above 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | Online | Usage Experience |  |  |  |
| 2022/06/06 2:51:27 PM GMT+5:30 | ipshitachoubey5555@gmail.com | Ipshita Choubey | 18-24 | 3 | 4 | 5 | 5 | 3 | 4 | 4 | 4 | 32 | Online | Usage Experience |  |  |  |
| 2022/06/06 2:54:55 PM GMT+5:30 | dubeyji64@gmail.com | S.K. Dubey | Above 50 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | Online | Quality |  |  |  |
| 2022/06/06 2:57:51 PM GMT+5:30 | kaptanbaghel263@gmail.com | Kaptan Singh | 24-30 | 4 | 4 | 3 | 4 | 3 | 3 | 4 | 3 | 28 | Online | Usage Experience |  |  |  |
| 2022/06/06 3:11:50 PM GMT+5:30 | pandeyanmol8085@gmail.com | Anmol Pandey | 18-24 | 3 | 4 | 4 | 5 | 2 | 4 | 3 | 3 | 28 | Online | All of the above |  |  |  |
| 2022/06/06 3:14:47 PM GMT+5:30 | pandeyshalu98.ps@gmail.com | Shalini Pandey | 24-30 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |
| 2022/06/06 3:27:17 PM GMT+5:30 | sakshid613@gmail.com | Sakshi dubey | 24-30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | All of the above |  |  |  |
| 2022/06/06 3:28:12 PM GMT+5:30 | ranidubey4545@gmail.com | Sakshi dubey | 24-30 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | All of the above |  |  |  |
| 2022/06/06 3:41:23 PM GMT+5:30 | dubeydhruv457@gmail.com | Dhruv dubey | 18-24 | 4 | 4 | 2 | 4 | 5 | 3 | 4 | 5 | 31 | Online | Quality |  |  |  |
| 2022/06/06 3:49:40 PM GMT+5:30 | sakshibhadauria3@gmail.com | Sakshi singh | 18-24 | 3 | 5 | 3 | 4 | 3 | 3 | 4 | 5 | 30 | Online | All of the above |  |  |  |
| 2022/06/06 4:10:14 PM GMT+5:30 | mahate.manish@gmail.com | MANISH MAHATE | 30-36 | 4 | 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 | Online | All of the above |  |  |  |
| 2022/06/06 4:13:42 PM GMT+5:30 | adarsh.birthare@gmail.com | ADARSH BIRTHARE | 18-24 | 4 | 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | Online | All of the above |  |  |  |
| 2022/06/06 6:35:49 PM GMT+5:30 | aanchalkhandelwal03@gmail.com | Aanchal Khandelwal | 18-24 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | Purchase Experience |  |  |  |
| 2022/06/06 8:54:34 PM GMT+5:30 | aa68sharma@gmail.com | Arpit sharma | 18-24 | 3 | 4 | 3 | 4 | 4 | 4 | 5 | 3 | 30 | Online | All of the above |  |  |  |
| 2022/06/06 9:05:46 PM GMT+5:30 | shivamnayak.tkg@gmail.com | Shivam Nayak | 18-24 | 4 | 3 | 4 | 5 | 2 | 4 | 3 | 4 | 29 | Online | All of the above |  |  |  |
| 2022/06/06 10:29:00 PM GMT+5:30 | aninayaket@gmail.com | Aniket nayak | 18-24 | 3 | 4 | 3 | 5 | 2 | 4 | 5 | 4 | 30 | Online | All of the above |  |  |  |
| 2022/06/07 10:19:01 PM GMT+5:30 | asthathakur25@gmail.com | Astha Thakur | 18-24 | 2 | 4 | 4 | 5 | 2 | 4 | 3 | 4 | 28 | Online | All of the above |  |  |  |
| 2022/06/09 12:04:14 AM GMT+5:30 | NIKS.UPADHYAY3898@gmail.com | Chiranjeev | 18-24 | 4 | 4 | 3 | 5 | 3 | 5 | 3 | 5 | 32 | Online | Usage Experience |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **I Buy product because they are worth to use regarding with their price and usage Quality** | **Friends and Family gives me valuable advice when I buy a product** | **Product should be compatible and fit with my needs** | **If the Product Price is Cheap then we thought the product would be of low Quality** | **People research about a product before purchasing it** | **Now a days, Online shopping is more preferable than Offline shopping** | **People choose product based upon their past experiences** | **Score** | **Where do you prefer to shop?** | **What aspects of the Product / Service were you most satisfied by?** | | | | | | | |
| 5 | 4 | 4 | 3 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 3 | 5 | 4 | 5 | 4 | 1 | 31 | Online | All of the above |  |  |  |  |  |  |  |
| 5 | 5 | 5 | 2 | 5 | 1 | 1 | 29 | Online | All of the above |  |  |  |  |  |  |  |
| 5 | 2 | 5 | 2 | 5 | 4 | 4 | 30 | Online | Usage Experience |  |  |  |  |  |  |  |
| 4 | 4 | 5 | 3 | 5 | 3 | 4 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 5 | 3 | 4 | 3 | 3 | 4 | 4 | 27 | Online | Usage Experience |  |  |  |  |  |  |  |
| 1 | 4 | 4 | 2 | 4 | 5 | 4 | 27 | Online | Quality |  |  |  |  |  |  |  |
| 3 | 4 | 4 | 3 | 4 | 4 | 5 | 31 | Online | Quality |  |  |  |  |  |  |  |
| 3 | 4 | 5 | 3 | 4 | 4 | 5 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 3 | 5 | 3 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 4 | 4 | 2 | 4 | 4 | 5 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | Usage Experience |  |  |  |  |  |  |  |
| 1 | 1 | 1 | 1 | 1 | 5 | 5 | 16 | Online | Quality |  |  |  |  |  |  |  |
| 4 | 4 | 4 | 4 | 4 | 4 | 2 | 30 | Online | All of the above |  |  |  |  |  |  |  |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | Online | Usage Experience |  |  |  |  |  |  |  |
| 4 | 5 | 5 | 3 | 4 | 4 | 4 | 32 | Online | Usage Experience |  |  |  |  |  |  |  |
| 5 | 5 | 5 | 5 | 5 | 5 | 5 | 40 | Online | Quality |  |  |  |  |  |  |  |
| 4 | 3 | 4 | 3 | 3 | 4 | 3 | 28 | Online | Usage Experience |  |  |  |  |  |  |  |
| 4 | 4 | 5 | 2 | 4 | 3 | 3 | 28 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 4 | 4 | 4 | 4 | 4 | 4 | 32 | Online | All of the above |  |  |  |  |  |  |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | All of the above |  |  |  |  |  |  |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 2 | 4 | 5 | 3 | 4 | 5 | 31 | Online | Quality |  |  |  |  |  |  |  |
| 5 | 3 | 4 | 3 | 3 | 4 | 5 | 30 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 3 | 4 | 3 | 4 | 3 | 4 | 29 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 4 | 4 | 3 | 4 | 4 | 4 | 31 | Online | All of the above |  |  |  |  |  |  |  |
| 3 | 3 | 3 | 3 | 3 | 3 | 3 | 24 | Online | Purchase Experience |  |  |  |  |  |  |  |
| 4 | 3 | 4 | 4 | 4 | 5 | 3 | 30 | Online | All of the above |  |  |  |  |  |  |  |
| 3 | 4 | 5 | 2 | 4 | 3 | 4 | 29 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 3 | 5 | 2 | 4 | 5 | 4 | 30 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 4 | 5 | 2 | 4 | 3 | 4 | 28 | Online | All of the above |  |  |  |  |  |  |  |
| 4 | 3 | 5 | 3 | 5 | 3 | 5 | 32 | Online | Usage Experience |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **What aspects of the Product / Service were you most satisfied by?** | | | | | | | |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| Usage Experience |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Quality |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| Purchase Experience |  |  |  |  |  |  |  |
| All of the above |  |  |  |  |  |  |  |
| All of the above  **T- Test to check the Significance** |  |  |  |  |  |  |  |
| |  |  | | --- | --- | | **Online** | **offline** | | 40 | 31 | | 32 | 25 | | 40 | 32 | | 28 | 23 | | 28 | 29 | | 32 | 32 | | 24 | 29 | | 24 | 34 | | 31 | 31 | | 30 |  | | 29 |  | | 31 |  | | 24 |  | | 30 |  | | 29 |  | | 30 |  | | 28 |  | | 32 |  |  |  |  |  |  |  |  | | --- | --- | --- | --- | --- | --- | | t-Test: Two-Sample Assuming Equal Variances | | | | | | |  |  |  |  |  |  | |  | ***Online*** | ***offline*** |  |  |  | | Mean | 29.59375 | 29.79 |  |  |  | | Variance | 19.4748 | 11.56 |  |  |  | | Observations | 32 | 24 |  |  |  | | Pooled Variance | 16.10513 |  |  |  |  | | Hypothesized Mean Difference | 0 |  |  |  |  | | df | 54 |  |  |  |  | | t Stat | -0.18264 |  |  |  |  | | P(T<=t) one-tail | 0.427884 |  |  |  |  | | **t Critical one-tail** | **1.673565** |  |  |  |  | | **P(T<=t) two-tail** | **0.855767** |  |  |  |  | | **t Critical two-tail** | **2.004879** |  |  |  |  |   **There is No Significance. Hence T-test is Rejected.**          **CONCLUSION**  **The Objective of my research is to know the opinion of Consumer what consumer thinks about the Product when they purchase it.**  **And I have done my research on various parameters and find that Consumer preferred the Quality over price.**  **And I have also found that The offline shopping is more preferable by the consumers over the Online Shopping on the basis of my research.**  An understanding of consumer behavior is a prerequisite for managing the marketing function, as well as the business as a whole. A marketer’s responsibility is to understand consumer behavior so that he or she can influence that behavior through the design of products, services, and marketing programs that match the goals and preferences of consumers. In this way, marketers add value to the organizations for which they work, increase customer satisfaction, and improve the quality of life in a society. Individual consumers… | |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
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