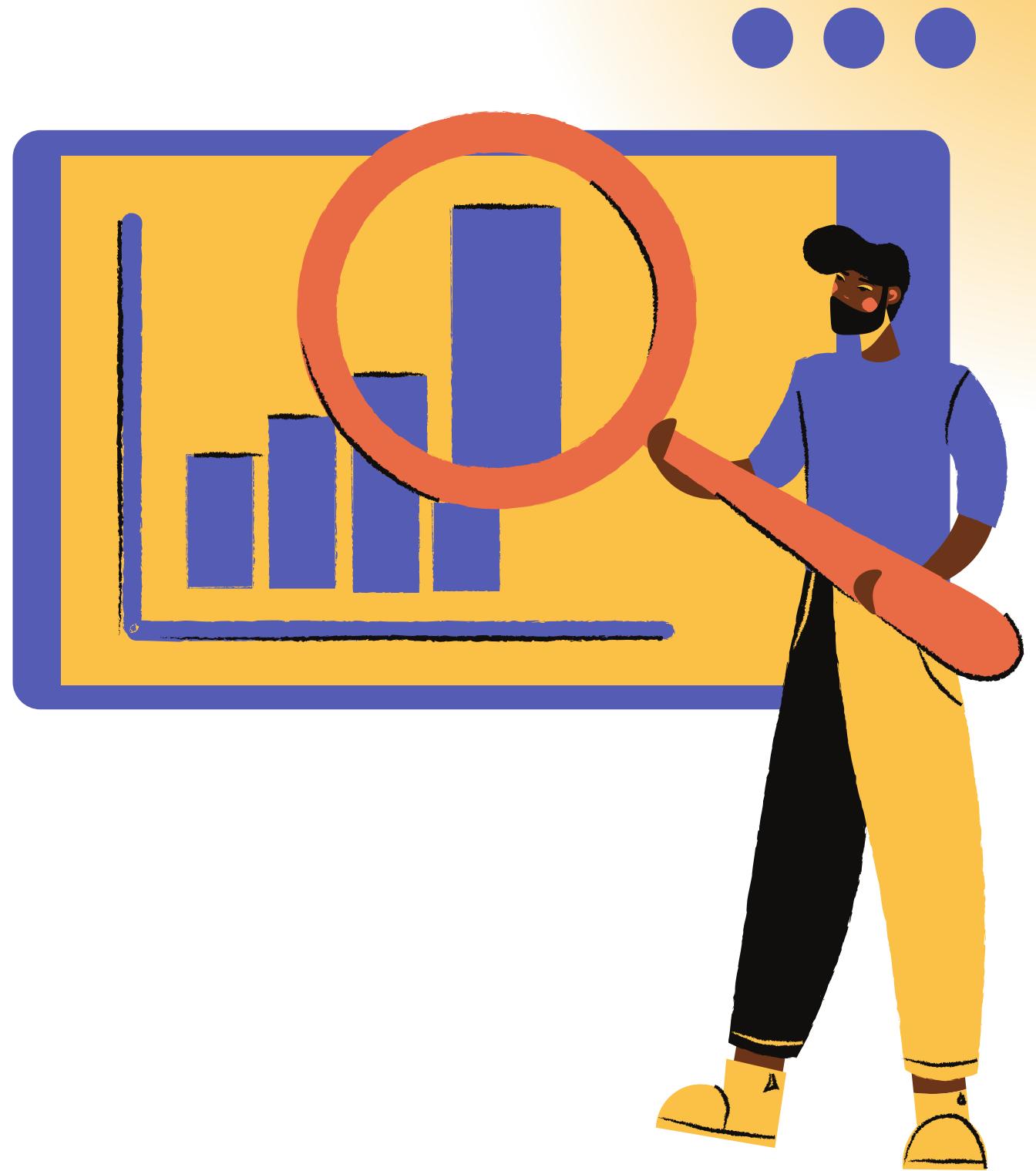


# Analyzing Consumer Buying Behaviour of Outlook Magazine



Presented By:  
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# Work Responsibilities

- Task 1: Learning Data Visualization Techniques and Software
- Task 2: Understanding Big Data Concepts and Characteristics
- Task 3: Creating Power BI Dashboards for Data Visualization
- Task 4: Statistical Analysis of Big Data and Business Case Preparation
- Task 5: Learning Data Forecasting Techniques and Applications in Print Media
- Task 6: Understanding the Significance of Data Forecasting in the Business Scenario
- Task 7: Research Project on Analyzing Consumer Buying Behavior of Outlook Magazine





# Key Learnings

## 1. Applied Data Analysis in Real-world Context:

*Statistically analyzing a large dataset and summarizing it into actionable insights underscored my ability to apply data analysis in real-world scenarios.*

## 2. Strategic Data Visualization:

*This skill enhanced my ability for conveying insights to stakeholders in a clear and compelling manner, bridging the gap between data and decision-makers.*

## 3. Problem-solving and Decision Support:

*It emphasized the role of data analysis in providing decision support, showcasing my capability to distill complex information into actionable strategies.*

## 4. Industry-specific Knowledge:

*Learning about data forecasting in the print media industry added a layer of industry-specific knowledge to my skill set.*

## 5. Research Project Management:

*From conceptualization to execution, the project required meticulous planning and coordination, providing me with valuable experience in managing and delivering comprehensive research endeavors.*



# Research Methodology

**Research Design :** Here we use a Descriptive Research Design.

## **Primary data**

- *For collecting the primary data the survey was done through a questionnaire, which was personally given to customers and was filled through interacting with different age groups, sex, monthly income and occupation.*
- *Studying the degree of customer buying behaviour on objective needed to be worked on.*
- *Finally analyzing the data of various areas and trying to study about various influence factors.*

## **Secondary data**

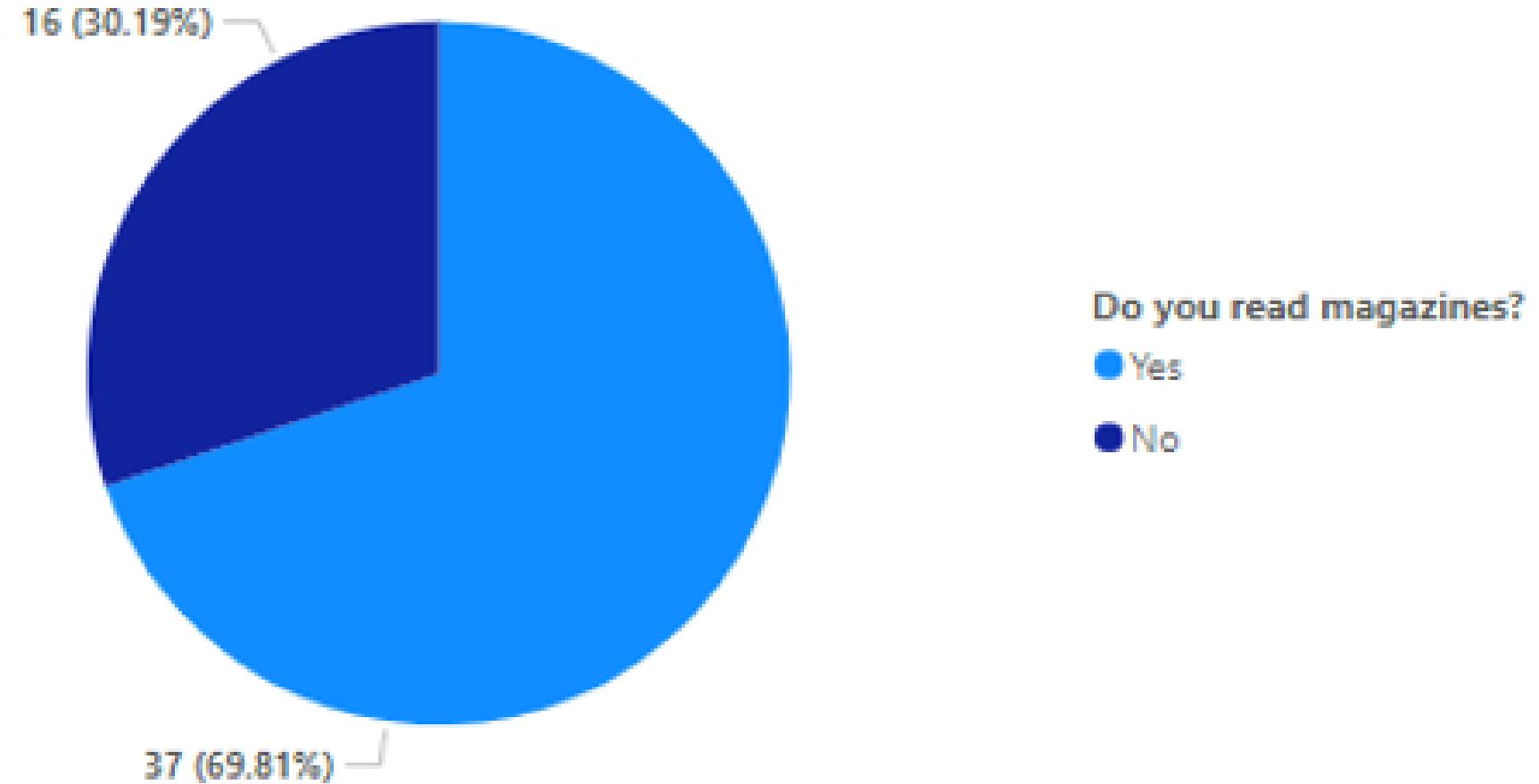
- *For a theoretical overview, secondary data was collected from magazines, newspapers and different websites.*
- *Primary data are originated by a researcher for the specific purpose of addressing the problem at hand.*

# Findings and Analysis



## Feature 1

### 1. No. of respondents who read magazines



As per the data obtained from our survey, it can be seen that **69.81%** (37 out of 53) of the responders **read magazines**.

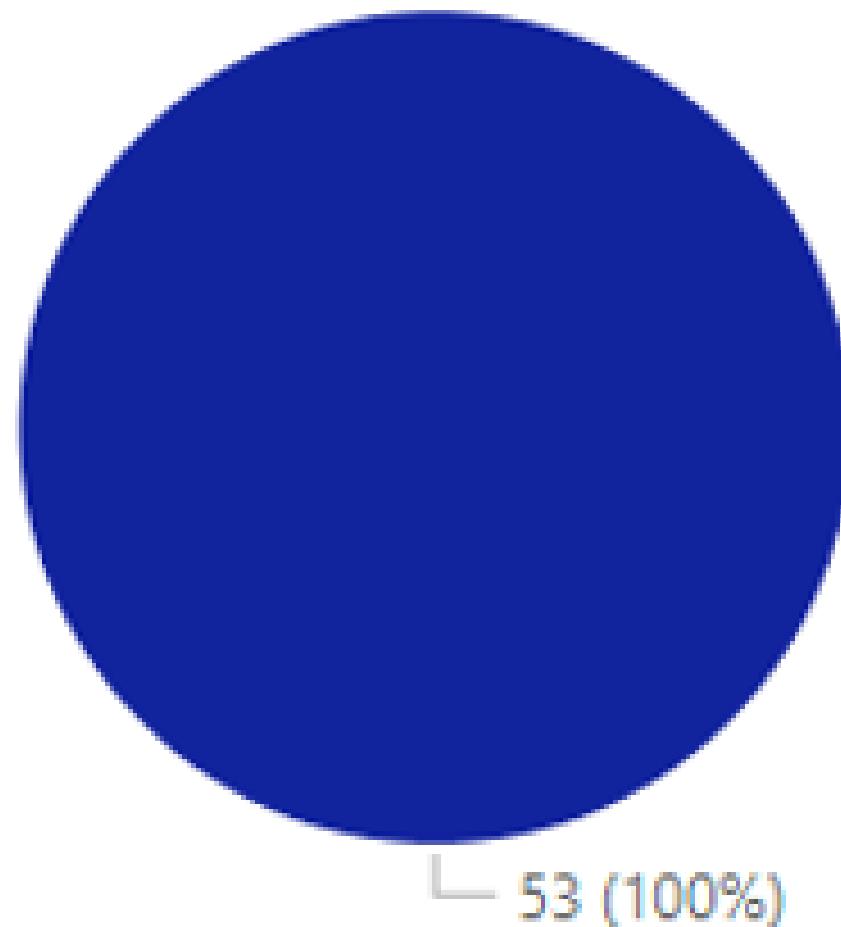
While, **30.19%** (16 out of 53), **do not read magazines**.



# Feature 2



## 3. Respondents having regular internet connection



Do you have intern...

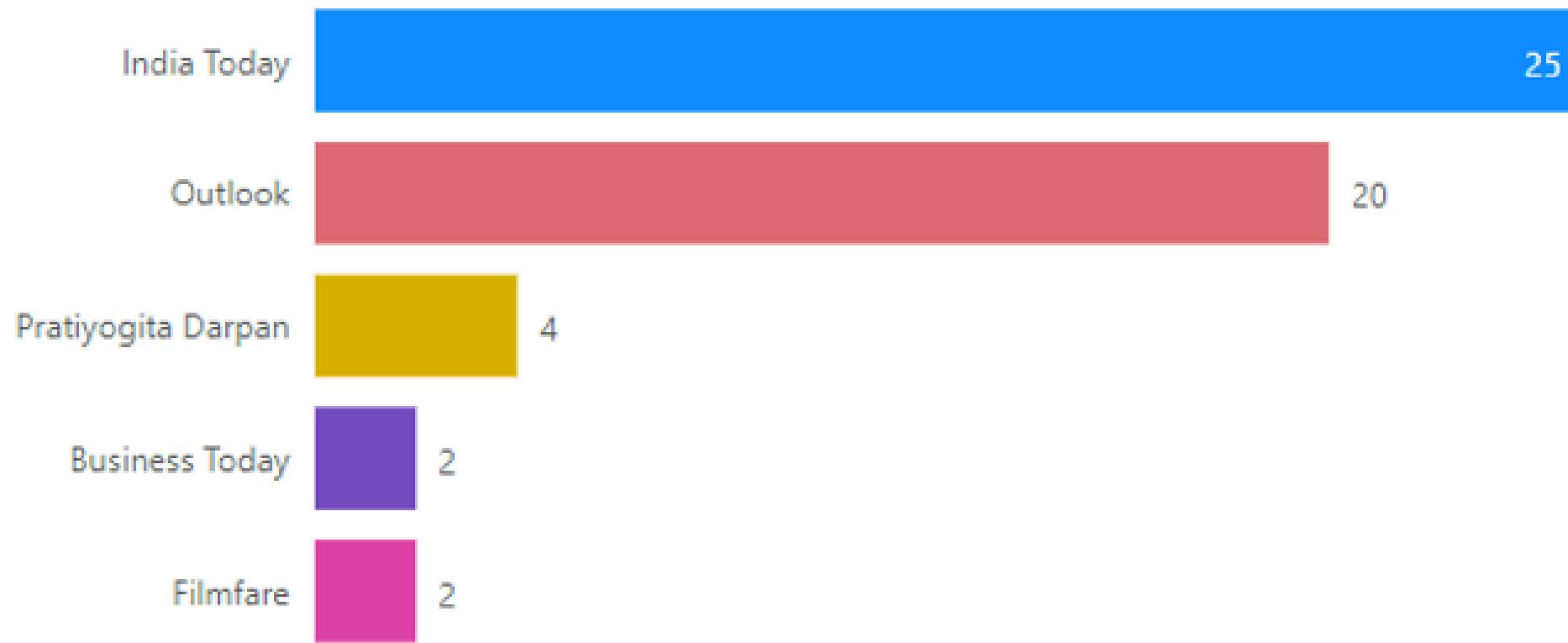
● Yes

As per the data obtained from our survey, it can be seen that out of 53 respondents, it can be determined that **all** respondents **have an internet connection**.



# Feature 3

## 2. Types of magazines preferred by the reader



As per the data obtained from our survey, it can be seen that out of **53** respondents, **25** of the responders preferred reading **India Today magazine**.

Second highest number, **20** of the responders preferred reading **India Today magazine**.

It can be seen that **4** responders preferred reading **Pratiyogita Darpan** magazine.

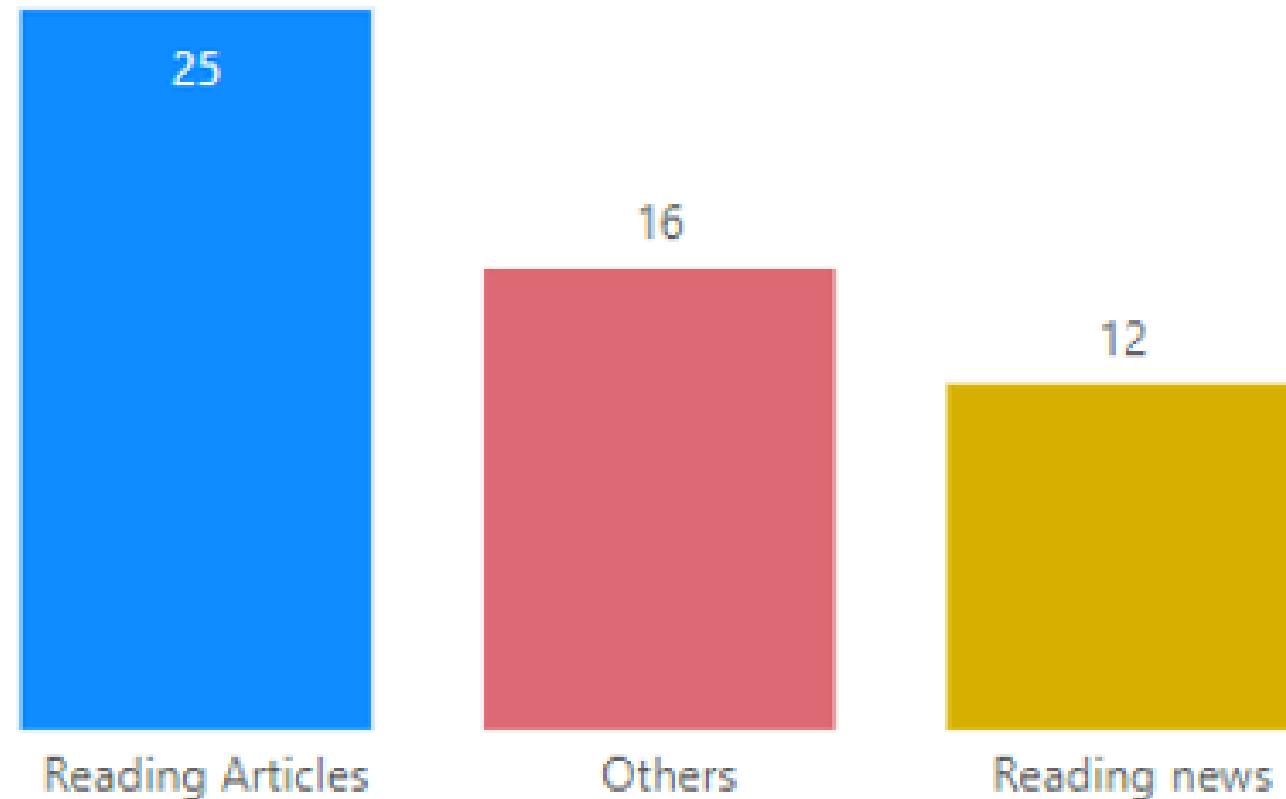
Least count comes for the responders that prefer reading **Business Today** and **Filmfare magazines**.

**Conclusion:** *India Today Magazine is major competitor of Outlook in the print media Industry*

# Feature 4



## 4. Internet Usage Preference



As per the data obtained from our survey, it can be seen that out of **53** respondents, **25** of the responders preferred **reading articles**.

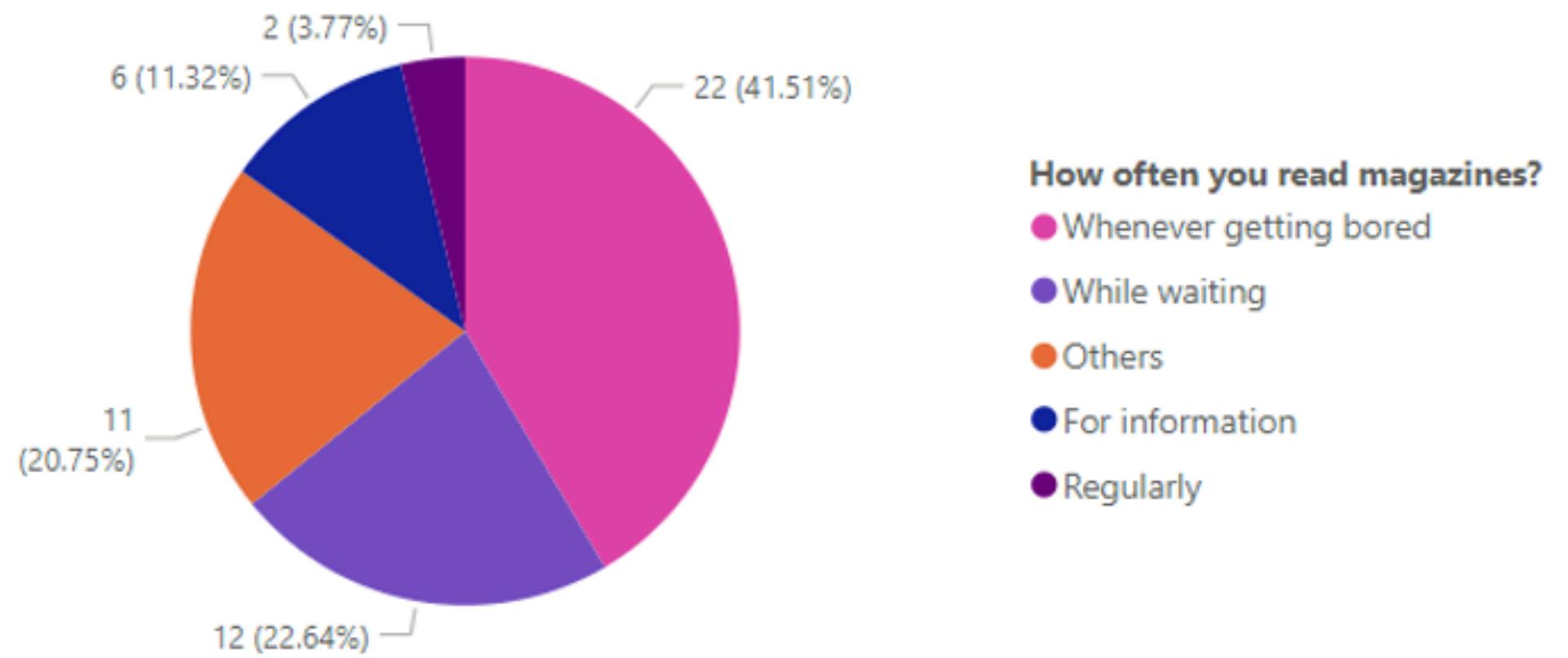
Second highest number, **16** of the responders preferred **reading news**.

While remaining count belongs to **other preferences** .

# Feature 5



## 5. Analysis of the reading habit of the respondents



As per the data obtained from our survey, it can be seen that **41.5%** (22 out of 53) of the responders read magazines whenever they're getting bored.

Second highest number, **22.64%** (12 out of 53), responders read magazines while they're waiting.

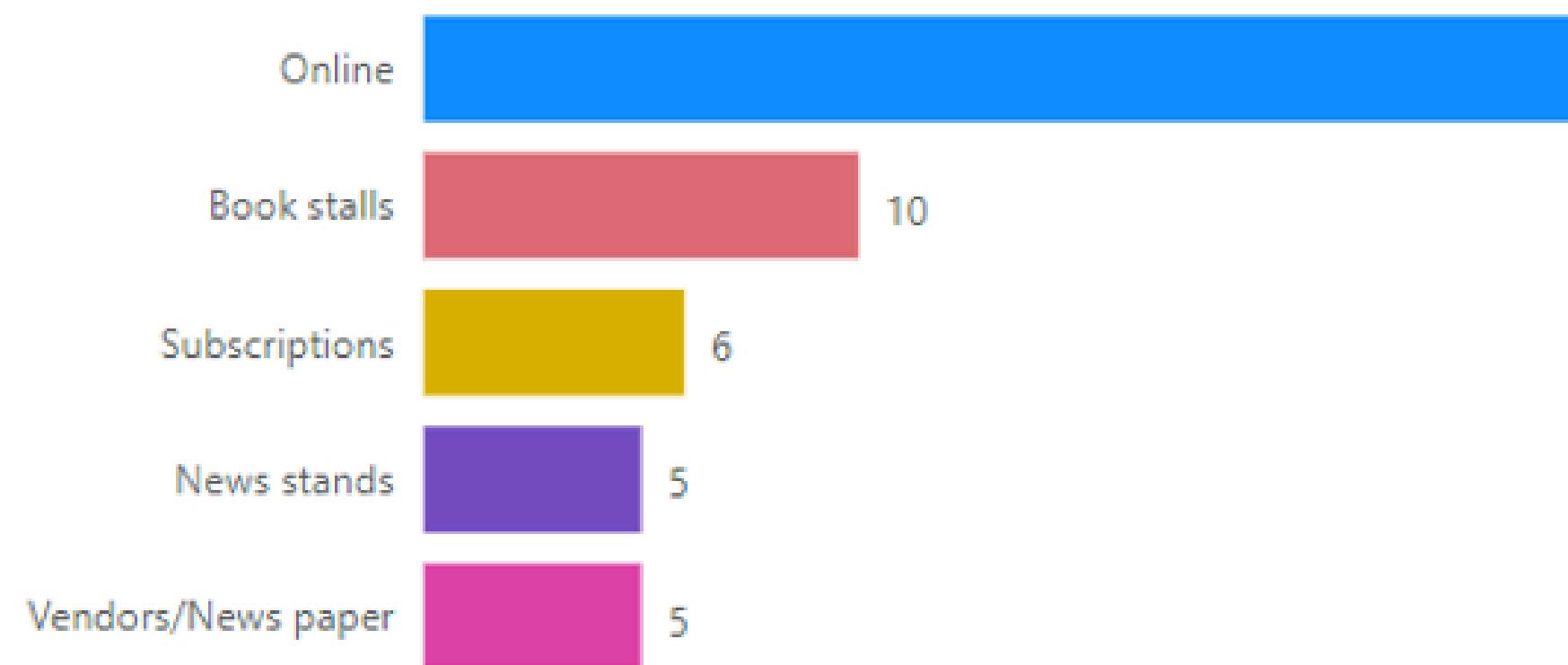
It can be seen that **20.75 %** (11 out of 53) responders read magazines due to other reasons.

Least count comes for the respondents who regularly read magazines.. Here, only **3.7%** (2 out of 53) people purchase smartwatches from this price range.

# Feature 6



## 6. Places from where magazines are purchased



As per the data obtained from our survey, it can be seen that **27** out of 53 of the responders purchased the magazine online.

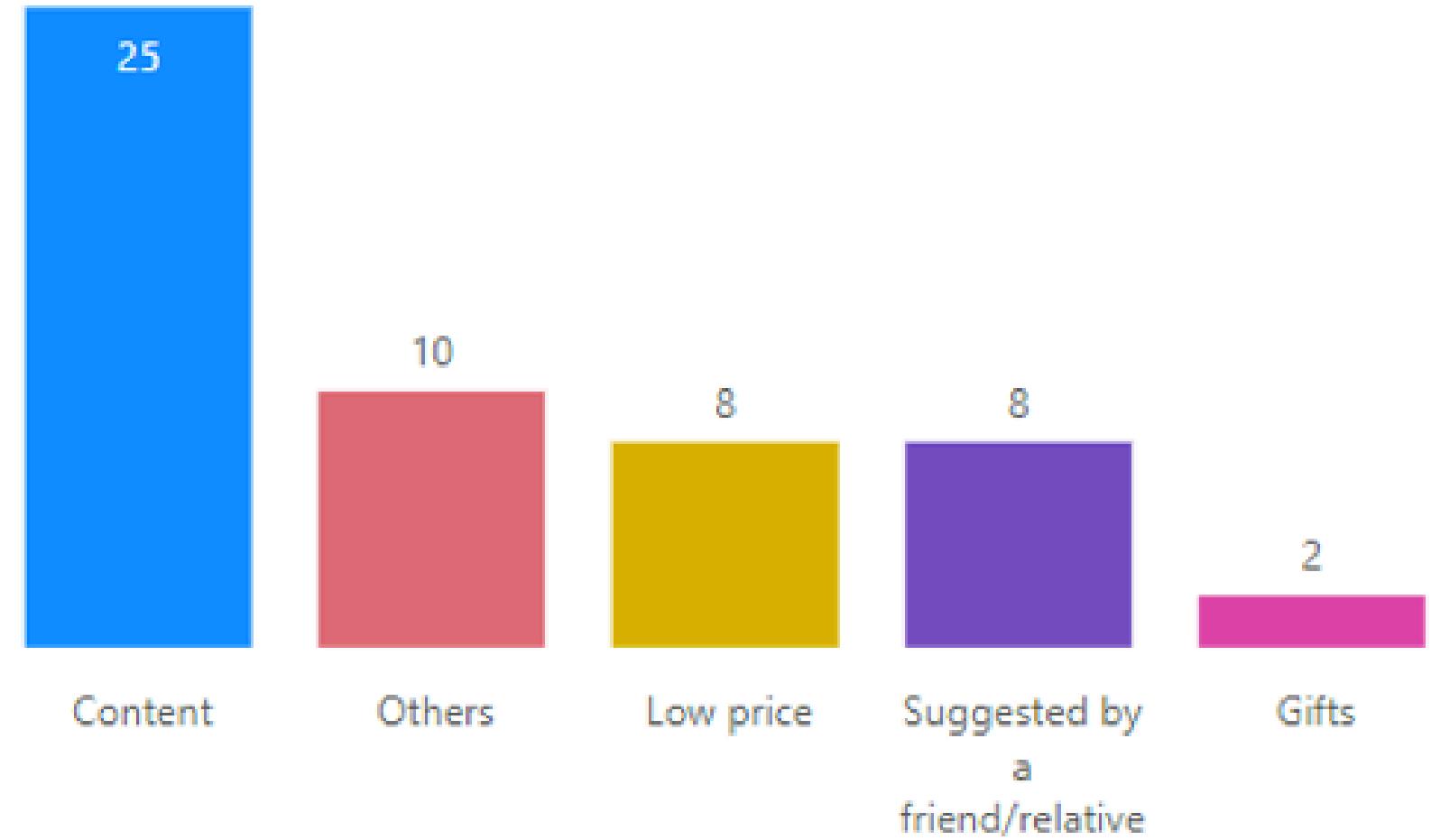
**27** Second highest number, **10** out of 53 responders purchased from book stalls. It can be seen that **6** out of 53 responders had subscriptions for the magazine.

Least count comes for the respondents who purchased from news stands i.e **5** respondents and **5** purchased from vendors/news paper

# Feature 7



## 7. Motivational factor for magazine subscription



As per the data obtained from our survey, it can be seen that **41.5%** (22 out of 53) of the responders read magazines whenever they're getting bored.

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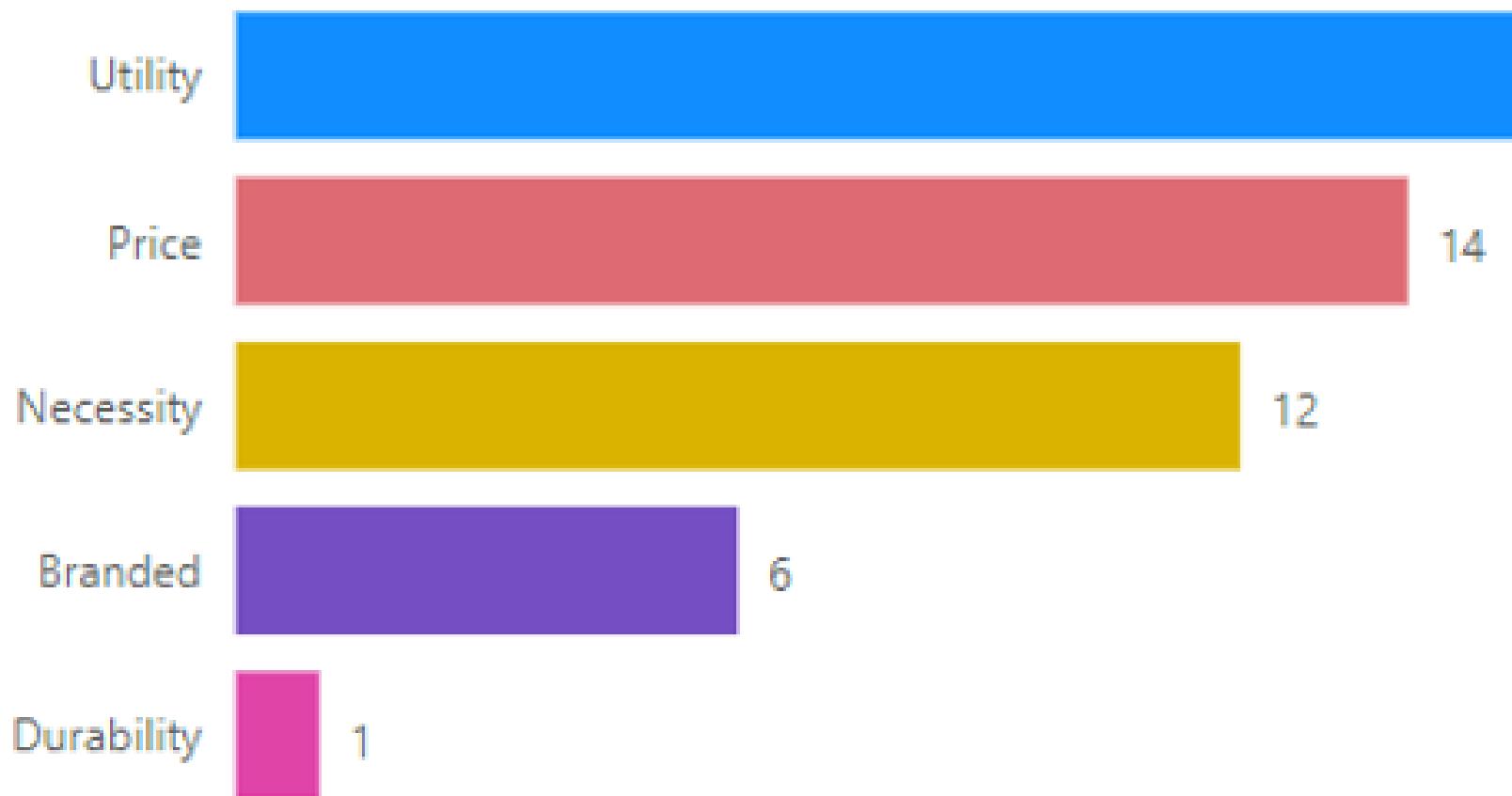
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# Feature 8



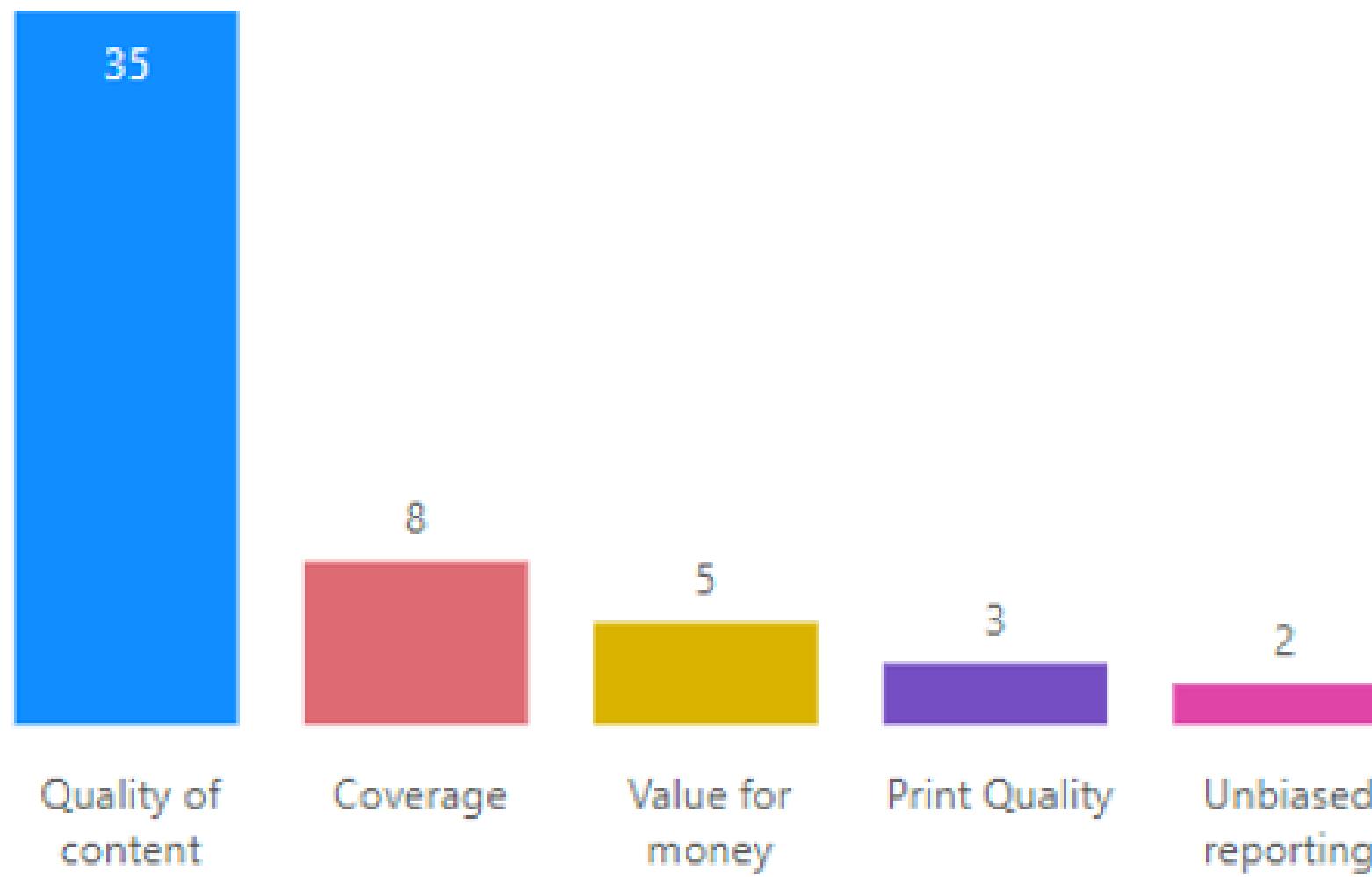
## 8. Gift evaluation parameters



From the analysis to evaluate gift parameters **20** respondents prefer utility of the product, **14** go for the price of gift, **12** respondents prefer necessity in a gift, **6** prefer brand value in a gift and **1** went for durability of the product.

# Feature 9

## 9. Analysis of Outlook magazines on the basis of attributes

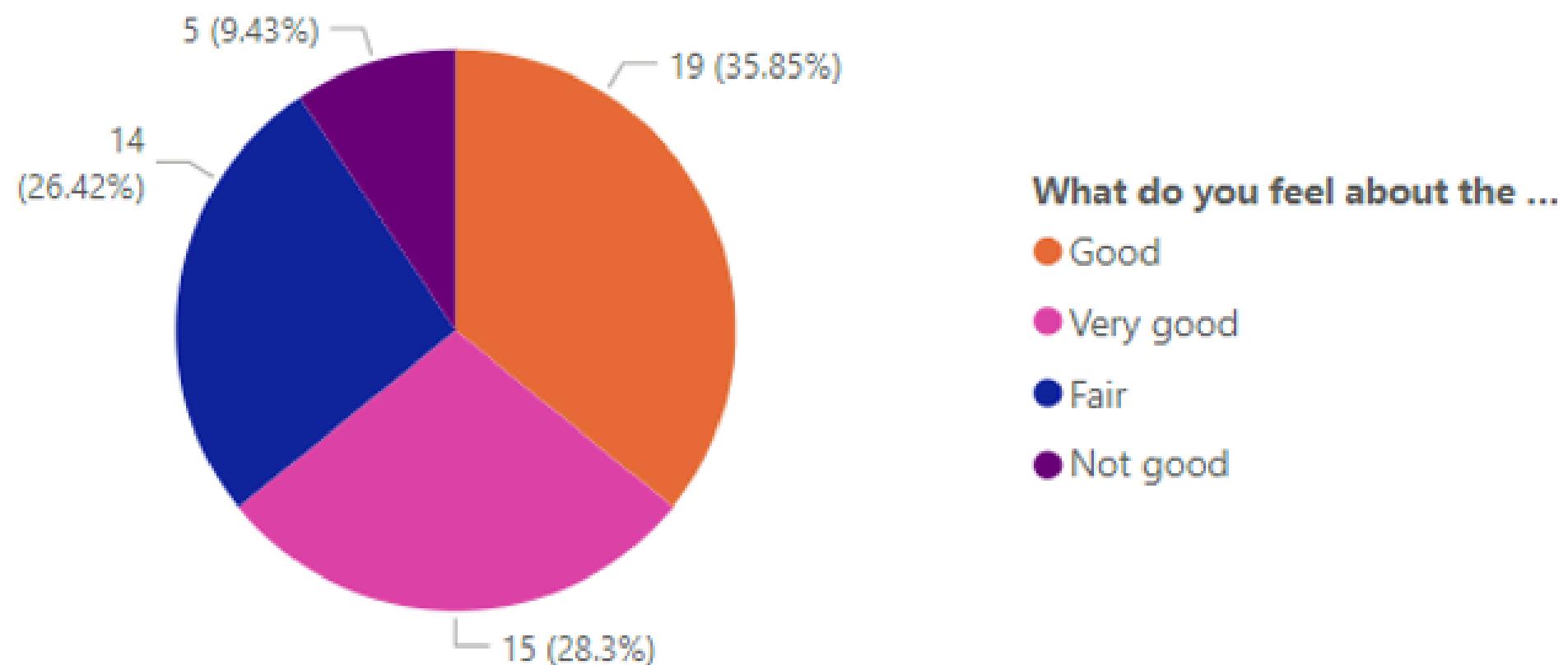


From the analysis 35 liked quality of content of outlook magazine, **8** for coverage, **3** went for the value of money, **3** went for print quality, and remaining 2 for unbiased reporting.

# Feature 10



## 10. Perception of customers about Outlook magazine

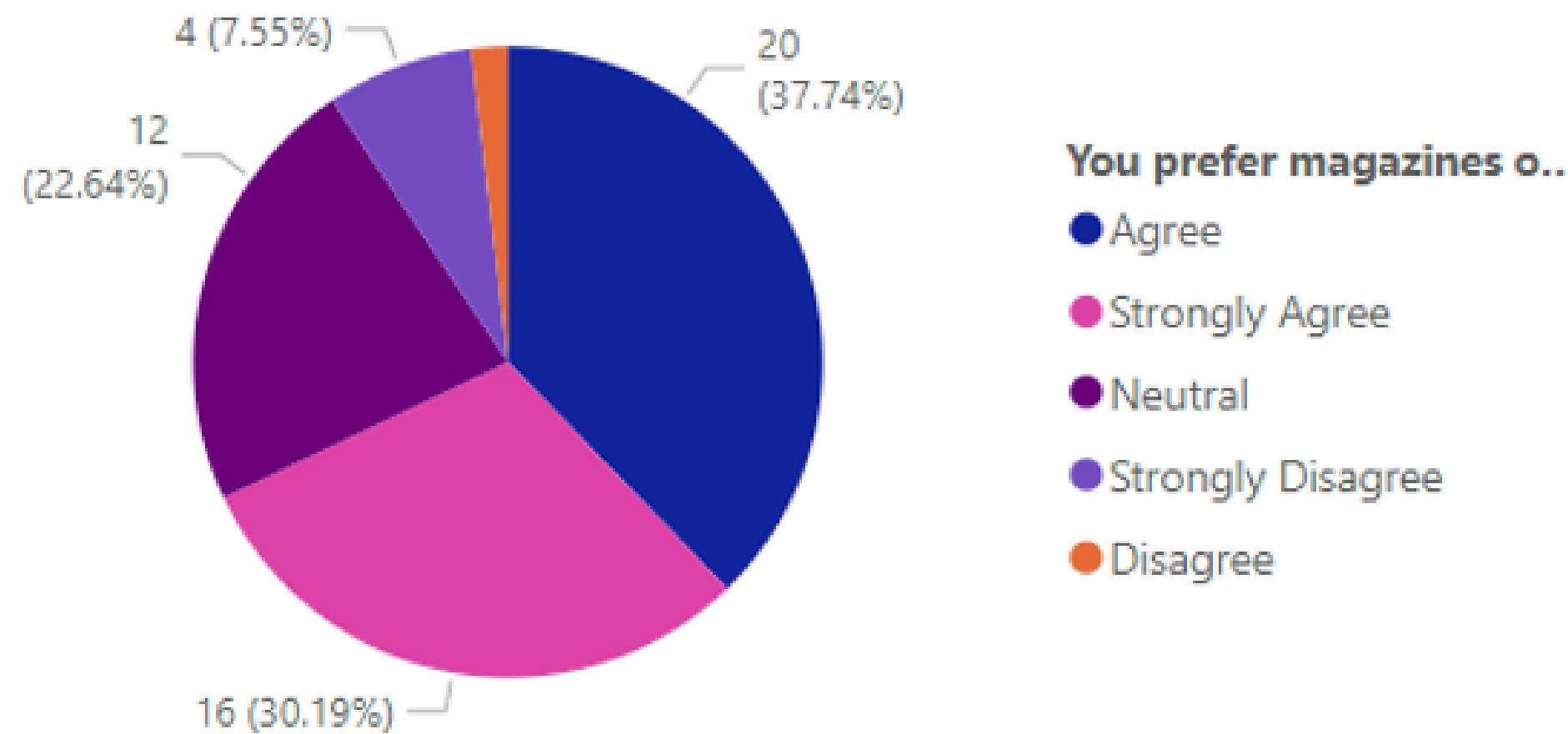


From the survey of 53 respondents **35.8%** (19) regarded it as good magazine, **28.3%** (15) regarded it as a very good magazine, **26.4%** (14) regarded it as a fair magazine to read and to read and **9.4%** (5) did not like the magazine.

# Feature 11



## 11. Purchase behaviour of consumer



From the survey of 53 respondents **37.7%** (20) agree to buy magazines online, **30.2%** (16) strongly agree to buy magazines online, **22.6%** (12) neither fully agree or disagree, **7.5%** (4) strongly disagree while **1.8%** (1) disagree to buy magazines online.

# ● ● ● Testing Hypothesis Analysis ● ● ●

Hypothesis Testing is performed using **Correlation** and **ANOVA (Analysis of variance)**, which is performed on **IBM SPSS tool**.

- **Hypothesis 1:**

## **Formulation of Hypothesis :**

### Null Hypothesis (H0):

There is no significant difference between first impression of outlook magazine and motivation for magazine subscription.

### Alternative Hypothesis (H1):

There is a significant difference between first impression of outlook magazine and motivation for magazine subscription.

**Result:** The p value = 0.013 which is smaller than 0.05, hence statistically significant.

Therefore, alternative hypothesis is accepted; hence there is a significant relationship between first impression on outlook magazine and motivation for magazine subscription.

Correlations		What do you feel about the outlook magazine?	What made you subscribe for the magazine?
What do you feel about the outlook magazine?	Pearson Correlation	1	-.338*
	Sig. (2-tailed)		.013
	N	53	53
What made you subscribe for the magazine?	Pearson Correlation	-.338*	1
	Sig. (2-tailed)	.013	
	N	53	53

\*. Correlation is significant at the 0.05 level (2-tailed).



# ● ● ● Testing Hypothesis Analysis ● ● ●

- **Hypothesis 2:**

## Formulation of Hypothesis :

### Null Hypothesis (H0):

There is no significant difference between first impression of outlook magazine and having internet connection.

### Alternative Hypothesis (H1):

There is a significant difference between first impression of outlook magazine and having internet connection.

		Correlations	
		What do you feel about the outlook magazine?	Do you have internet connection?
		Pearson Correlation	
		Sig. (2-tailed)	
	What do you feel about the outlook magazine?	1	-.366**
	N	53	53
	Do you have internet connection?	Pearson Correlation	-.366**
	N	53	53

\*\*. Correlation is significant at the 0.01 level (2-tailed).

**Result:** The p value = 0.007 which is smaller than 0.05 , hence statistically significant.

Therefore, alternative hypothesis is accepted; hence there is a significant relationship between first impression on outlook magazine and having internet connection.



# ● ● ● Testing Hypothesis Analysis ● ● ●

- **Hypothesis 3:**

## Formulation of Hypothesis :

Null Hypothesis (H0):

There is no significant difference between buying magazines online and age.

Alternative Hypothesis (H1):

There is a significant difference between buying magazines online and age.

**ANOVA**

You prefer magazines online?		Sum of Squares	df	Mean Square	F	Sig.
Between Groups		17.172	10	1.717	1.474	.183
Within Groups		48.942	42	1.165		
Total		66.113	52			

**Result:** The p value = 0.183 which is higher than 0.05, hence not statistically significant.

Therefore, alternative hypothesis is rejected; hence there is no association buying magazines online and age.



# ● ● ● Testing Hypothesis Analysis ● ● ●

**Hypothesis 4:**

**Formulation of Hypothesis :**

Null Hypothesis (H0):

There is no significant difference between buying magazines online and gender.

Alternative Hypothesis (H1):

There is a significant difference between buying magazines online and gender.

**Result:** The p value = 0.393 which is higher than 0.05, hence statistically significant.

Therefore, alternative hypothesis is rejected; hence there is no association between buying magazines online and gender.

ANOVA					
You prefer magazines online?		Sum of Squares	df	Mean Square	F
Between Groups	.948	1	.948	.742	.393
Within Groups	65.165	51	1.278		
Total	66.113	52			



# Future - scope



## 1. Effective Promotional Scheme:

- Motivate consumers to subscribe through enticing gifts.
- Consumers prefer gifts with high brand value and practical utility.

## 2. Offline Referral Marketing:

- Encourage existing customers to refer friends and relatives.
- Provide exclusive business reply cards with subscriber copies.
- Allow at least ten references on the card, sent free of cost.
- Reward referrers with attractive gifts for successful subscriptions.

## 3. Customer Retention:

- Emphasize the importance of customer retention over acquisition.
- Stresses that retaining a customer is equivalent to acquiring five new customers.
- Note the lack of customer retention efforts by Outlook, highlighting the opportunity for improvement.



Thank You  
For Your  
Attention