

unveiling Market Insights : Analysing Spending Behaviour And Identifying Opportunities for Growth

INTRODUCTION

Overview

wholesaling or distributing is the sale of goods to retailers to industrial commercial, institutional, other professional businessman to other wholesalers (wholesale businesses) and subordinated services. wholesaling is buying goods in bulk quantity usually directly from the manufacturer or source, at a discount rate. The retailer then sells the goods to the end consumer at a higher price making a profit.

The consumption and production of marketed food are spatially separated. Production is primarily in rural areas while consuming is mainly in urban areas. In today's highly competitive business landscape, gaining deep market insights is essential for business to thrive and grow. This project aims to analyse customer spending behaviour and identify opportunities for growth by leveraging data analytics and data-driven decision-making.

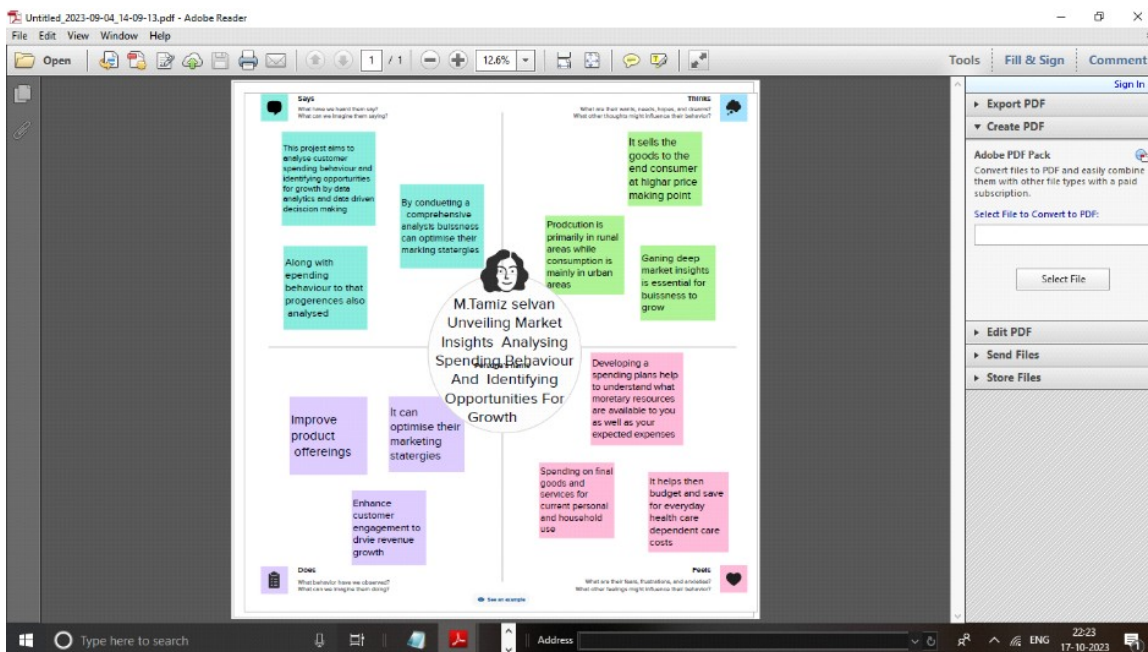
The primary objective of this project is to understand customer spending patterns, preferences, and trends across various dimensions. By conducting a comprehensive analysis, business can optimize marketing strategies, improve product offerings, and enhance customer engagement to drive revenue growth.

1.2 PURPOSE

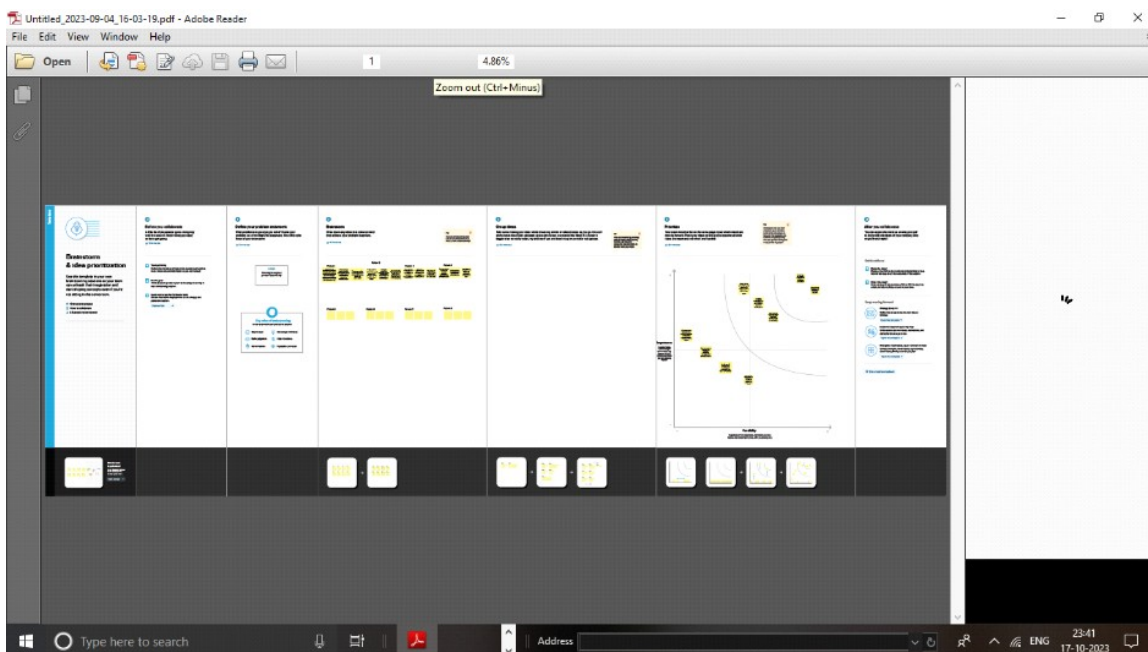
This project will be useful in analysing the spending behaviour of the people and identifying the opportunity for growth. The number of consumers will be identified. The brand of high and popular sales will also be known.

2. PROBLEM DEFINITION & DESIGN THINKING

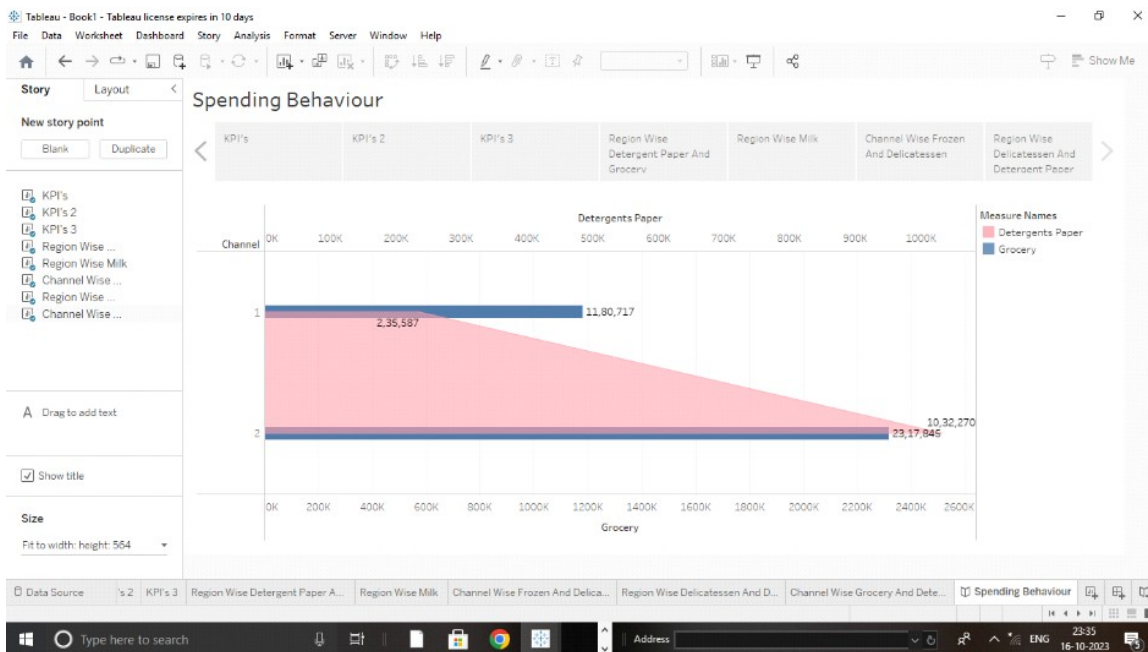
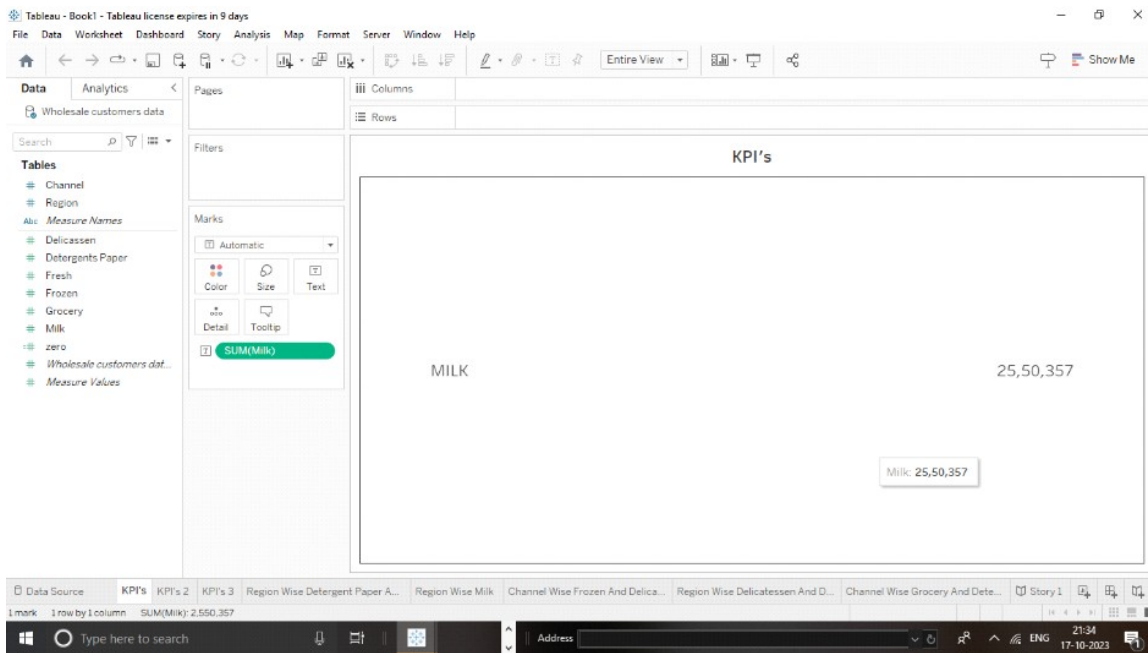
1.3 EMPATHY MAP

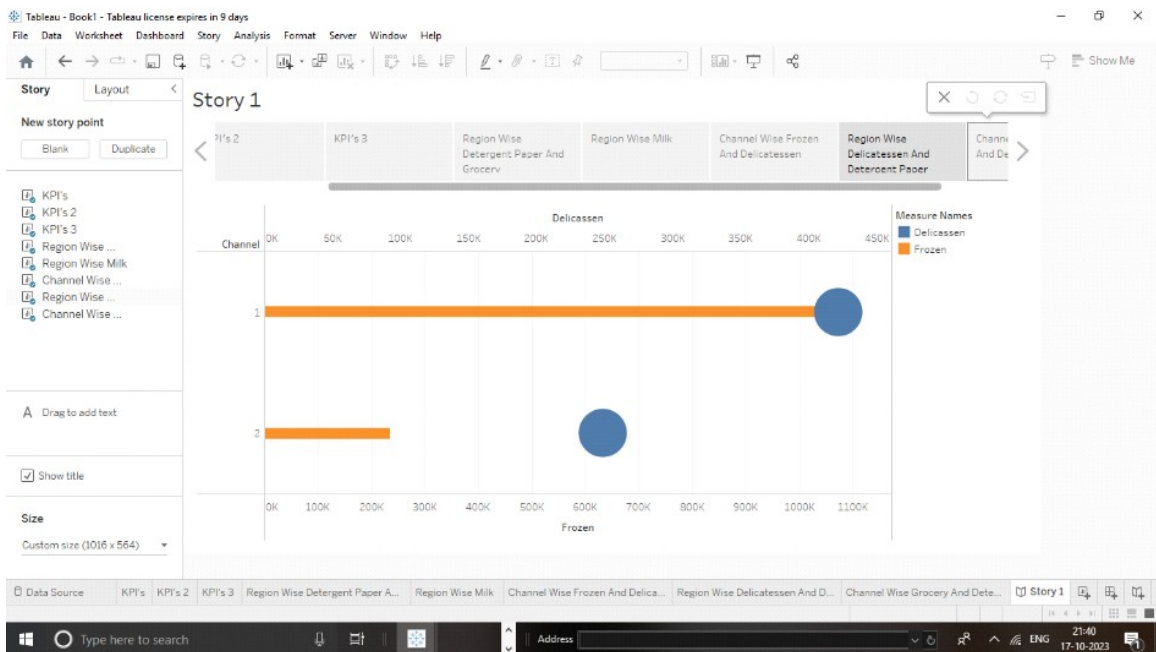
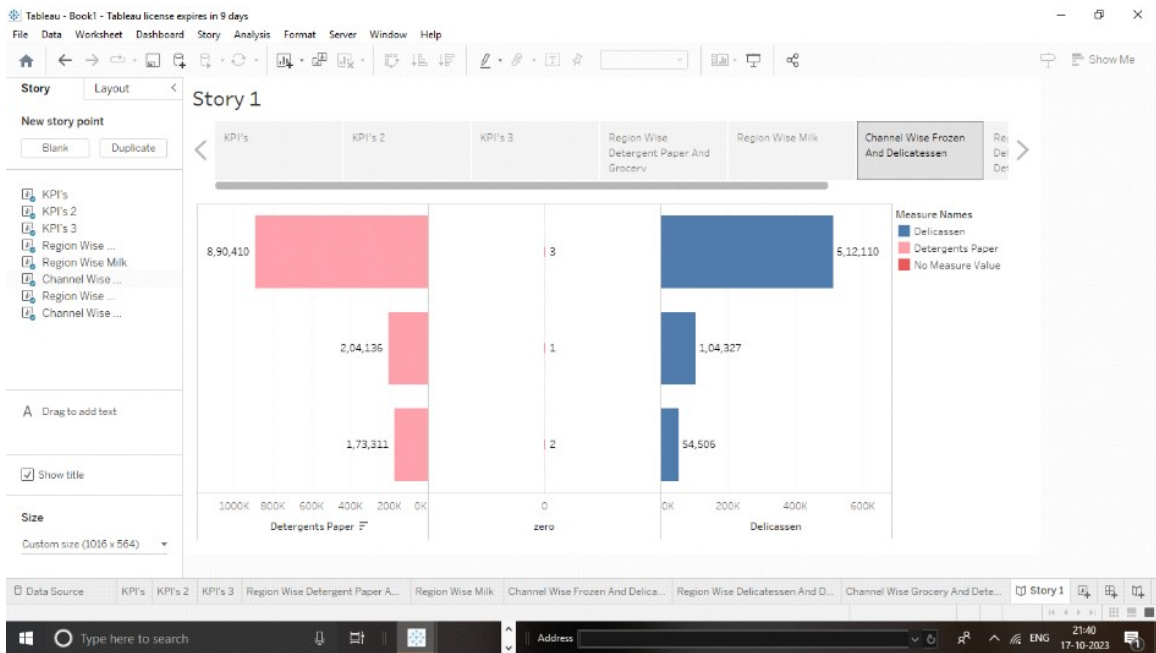


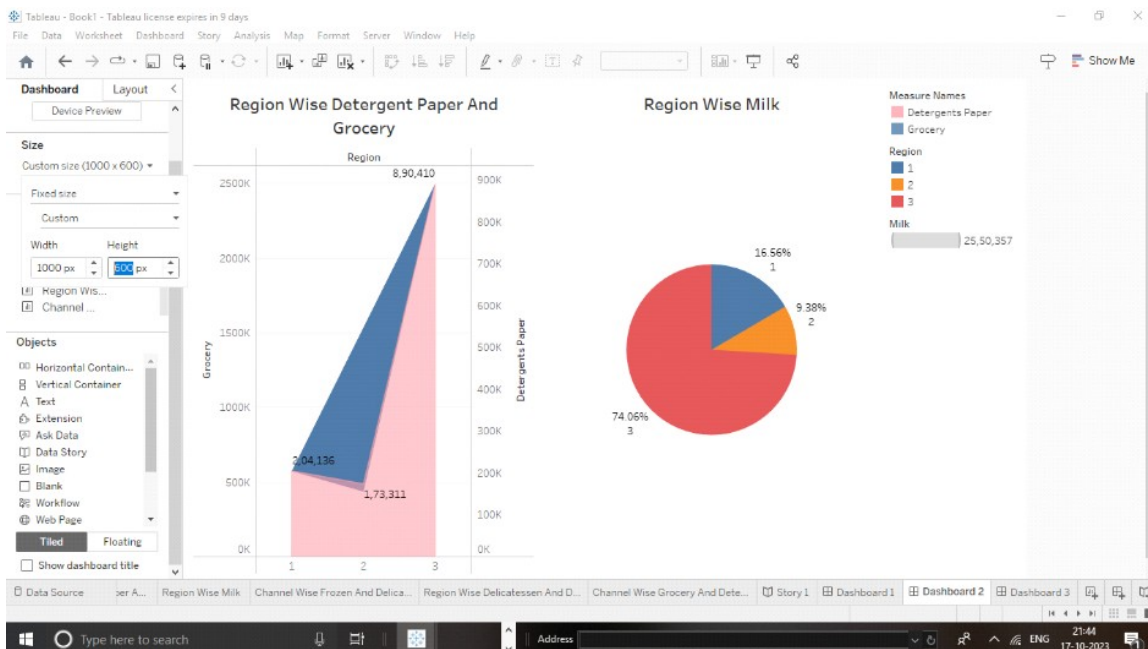
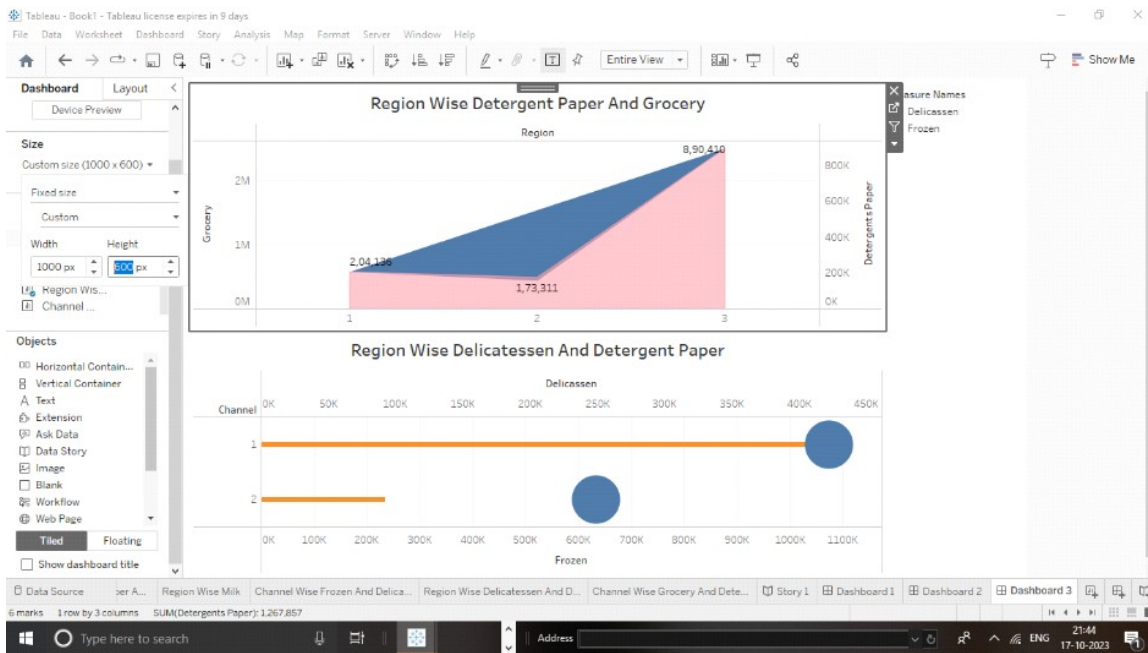
1.4 IDEATION&BRAINSTROMING MAP

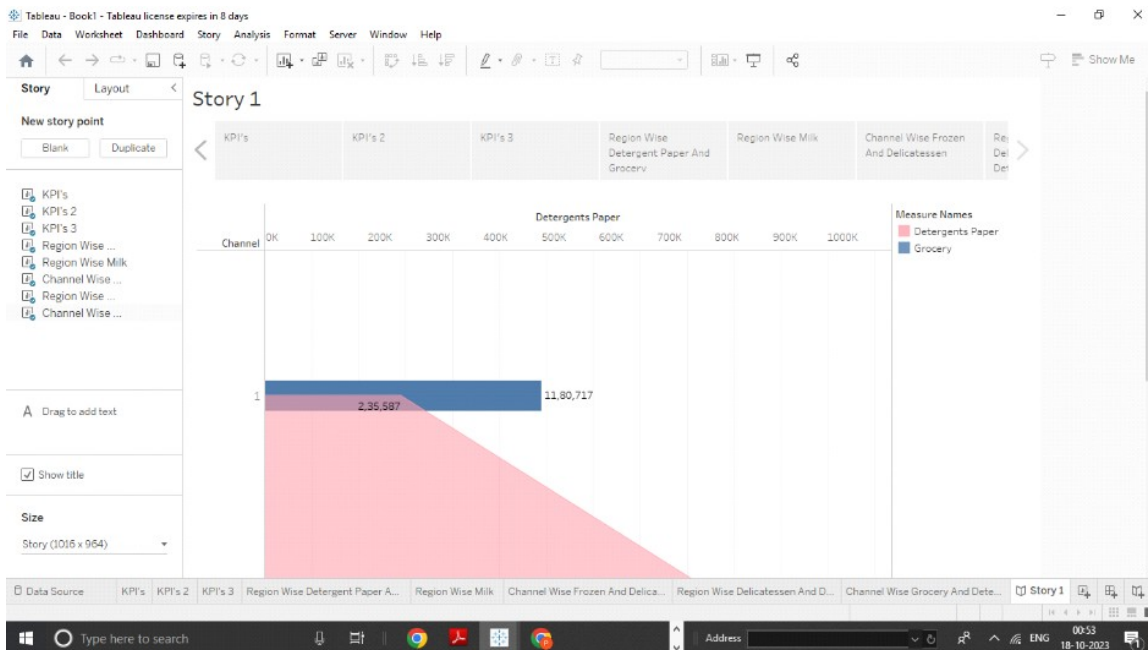


3.RESULT









4.ADVANTAGES & DISADVANTAGES

ADVANTAGES

*The consumer science is largely used by marketer to find-out whether a particular product will be purchased by consumers or not.

*The failure of a large number of products after II World War compelled the producers and marketer to undertake consumer studies to market test the products

DISADVANTAGES

*The marketers study the behaviour of consumer to mold it in favour of their product and sometimes make fancy claims and use objectionable techniques

*They also take the help to produce and market such products which have no utility. In many cases consumers are exploited by sexy or otherwise attractive advertisements through the media.

5.APPLICATIONS

*The behaviour of consumer is dependent on a number of factors which may be economic or non-economic factors and are dependent upon economic factors such as income, price, psychology, sociology, anthropology, culture and climate. Therefore, the study is dependent upon all these sciences and consumer behaviour scientists study it through research and they believe that behaviour can be influenced which has been proved by actual sales promotion of a large number of products.

*However, there is dispute whether customer should be influenced or not and what methods should be applied to influence him. In certain cases objectionable or

wrong statements are made to influence the consumer. For instance, producers of certain face creams advertise that with the usage of their creams complexion will become fair but actually it does not happen.

6.CONCLUSION

*The study of consumer behaviour basically is to mold consumer behaviour and his decisions by market man and to avoid failure of their product, promote new products and for sales promotion. The science at times is misused and to protect consumers there are a number of enactments both in India and other countries. Actually consumer movement in India is much weaker than other developed countries because till a decade back India was sellers market and competition is of recent origin.

7.FUTURE SCOPE

***The consumer or buyer is the person or group of persons, who decide what to buy, when to buy and what not to buy. In competitive environment one cannot thrust a product on consumer. He has to produce what is demanded or what can be demanded. The marketing personnel study consumer behaviour to find out what can be sold and what goods or services are likely to be rejected.**