

A STUDY ON CONSUMER BEHAVIOUR RELATED TO COMPLEX BUYING

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**MASTER OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC I 12B Status by UGC I
CATEGORY - 1 UNIVERSITY BY UGC I Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI -600119**

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SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **ARAVINDH A 42410007** who carried out the Project Training “**A STUDY ON CONSUMER BEHAVIOUR RELATED TO COMPLEX BUYING REVIEWS ON PURCHASE**” under my supervision from October 2023 to December 2023.

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DECLARATION

I **ARAVINDH A (42410007)** hereby declare that the Project Report entitled“ **A STUDY ON CONSUMER BEHAVIOUR RELATED TO COMPLEX BUYING**” done by me under the guidance of **Dr A S PRINCY** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

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ABSTRACT

Consumer behaviour related to complex buying is how the customer differentiate between the same product of different brands. Now a days the customer a facing a big problem to choose the brands for the best one. Purchase decisions are often a complex process whereby consumers balance benefits derived from the product or service against the effort involved in acquiring it. Effort in this case can be manifested in different ways. Time spent searching for products online or by physically visiting retail outlets is compounded by effort needed to evaluate alternatives. Time and effort are frequently perceived as being intrinsically linked, yet acknowledged as discrete resources. Purchase price and the financial cost of conducting these activities are also factored into decision-making.

Complex buying is a buying scenario in which the customer is highly involved in the decision -making process and take a lot of factors like cost, return on investment, durability, usability, feedback, recommendations etc. into account while comparing among significantly different options in the market before finally making a purchase. A highly involved purchase for a product in which there are multiple options, alternatives with various features and high differences in the market requires the customer to exhibit complex buying behavior. It is complex because it involves huge risk. Also, the significant differences between brands call for very high involvement from the customer's side. Providing information is the key to help the customers in this kind of buying.

For this many respondents selected offline shopping. The Percentage analysis, Chi-Square ,Correlation test were the two tools used to check the respondents for offline shopping got higher value. online shopping and brand website got less value than offline shopping.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

This project is focus on understanding the consumer behavior on complex buying. Complex buying behavior occurs when the consumer is mostly needed to buy a product but they are little bit confuse and they have confusion between the different types of products. Complex buying behavior is encountered particularly when consumers are buying an expensive product. In this infrequent transaction, consumers are highly involved in the purchase decision. Consumers will research thoroughly before committing to invest. Consumer behaves very differently when buying an expensive product or a product that is unfamiliar to them. When the risk of buying a product is very high, a consumer consults friends, family, and experts before making the decisions. For example, when a consumer is buying a car for the first time, it's a big decision as it involves high economic risk. There is a lot of thought on how it looks, how his friends and family will react, how will his social status change after buying the car, and so on. n complex buying behavior, the buyer will pass through a learning process. He will first develop beliefs about the product, then attitudes, and then make a thoughtful purchase choice. For complex buying behavior customers, marketers should have a deep understanding of the products. It is expected that they help the consumer to understand their product. It is important to create an advertising message in a way that influences the buyer's beliefs and attitudes. This project is based on the customer preference on buying the product Quality, Quantity, Price, Brand etc. This project shows which will help the consumer or manufacture to understand the customer needs and provide valuable and needful product. 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.

1.2 CONSUMER BEHAVIOUR

Consumer behavior refers to the study and analysis of the processes and activities that individuals, groups, or organizations undertake when selecting, purchasing, using, and disposing of products, services, ideas, or experiences to satisfy their needs and wants. It involves a complex interplay of psychological, social, cultural, and economic factors that influence how consumers make decisions in the marketplace. Understanding consumer behavior is crucial for businesses and marketers as it helps them tailor their products, services, and marketing strategies to meet the preferences and expectations of their target audience. The study of consumer behavior encompasses various aspects, including the evaluation of purchase decisions, the impact of advertising and promotions, brand loyalty, and the influence of cultural and social factors on consumer choices.

1.3 FACTORS INFLUENCING CONSUMER BEHAVIOUR

- **Cultural Factors:** Culture encompasses values, beliefs, customs, and social norms. Consumer behavior is significantly influenced by cultural factors, including the influence of family, reference groups, and societal expectations.
- **Social Factors:** Social influences from friends, family, colleagues, and reference groups play a crucial role. Opinions, recommendations, and social norms can impact what and how consumers buy.

- **Personal Factors:** Personal characteristics such as age, gender, income, education, and lifestyle influence consumer choices. Individual preferences, attitudes, and perceptions shape purchasing decisions.
- **Psychological Factors:** Psychological aspects, including motivation, perception, learning, and attitudes, are key influencers. How consumers perceive products, their motivations for buying, and their past experiences all impact their decisions.
- **Economic Factors:** Economic conditions, income levels, and financial stability influence consumer behavior. Price sensitivity, the availability of credit, and overall economic trends can affect purchasing decisions.

1.4 COMPLEX BUYING

Complex buying refers to a type of purchasing decision-making process that involves significant deliberation, evaluation, and consideration before a consumer makes a final choice. This type of buying behavior typically occurs when consumers are faced with high-involvement decisions, meaning that the purchase carries a higher level of risk or significance to the buyer. Complex buying situations often involve products or services that are expensive, have multiple features, or are associated with a high level of personal or professional consequences.

Business-to-business (B2B) transactions often entail complex buying processes, given the substantial investments and potential impact on the purchasing organization. However, complex buying behavior can also occur in the consumer market for products like houses, cars, high-end electronics, or other items that require careful consideration due to their complexity, cost, or long-term implications. Understanding the factors that influence complex buying behavior is crucial for businesses to tailor their marketing and sales strategies effectively.

1.5 IMPORTANCE OF COMPLEX BUYING

The complex buying process is a highly involved and information extensive process. A customer needs to understand all the options in the market before making a decision. A typical journey is about problem recognition, then information search, evaluation, actual purchase and then post purchase behavior. The information search and evaluation phase is very long in the complex buying process. It is very important for companies to understand this as these purchases are at higher cost and margins. Car, house, Laptop, home theatre system are some typical examples where a customer would be very much involved in the perceived value of the product and will thoroughly research everything. A company selling a car needs to make sure that the customer gets all the information about features, experience, cost, options, benefits easily. Customer should be able to even test drive the car with proper explanation and demo of features. These steps would help customer understand the product better compared to a competitor who may not have these options.

1.6 NEED FOR THE STUDY

- This study shows the complex buying helps businesses make informed decisions, ensuring they understand what drives consumers when making significant purchases. This insight guides product development and marketing strategies for better outcomes.
- To know how consumers behave in complex buying situations allows businesses to cater to their specific needs, increasing the likelihood of satisfied customers. Satisfied customers are more likely to remain loyal and recommend products to others.
- To know the Businesses that invest in this knowledge are better positioned for sustained success, as they can adapt to changing consumer preferences and market dynamics.

1.7 STATEMENT OF THE PROBLEM

Research in consumer behavior related to complex buying helps the consumer to understand the needs of their customer. Many customers have facing problem in their price. Price plays a major role in each and every product so that the customer has a chance to look of a product which is under their budget. Some faces issue in brand there are many popular brands but they confuse which was the best among those. Quality of the Products is the second main thing which was mainly noted by the customers. A person or a group of people will believe a popular brand would satisfy their needs and thus they won't shift to other branded products. As we are in that technology era, a consumer prefers to buy product through online platforms by researching the product reviews, ratings etc... notably per capita income of the consumer and the occupation strongly affects the buying behavior. Many customers have been aware of product or brand to friends. So many of them are becoming more about the product through they friends. Customers are not more frequently aware for going to the showroom to now the product rare than they are most interested to know it from the friends and social media. Customer are very must delight and very much finds difficult to choose the right one. This study is taken to know about what was the customer basis requirement to buy the product

1.8 OBJEVTIVES OF THE STUDY:

- To understand the customer needs towards consumer
- To understand the differentiate between different brand on similar product.
- To understand the customer mode of buying the product.
- To know the reason on consumer decision making in complex buying behaviour.
- To analyse the customer preference level associated with different brands.

1.9 SCOPE OF THE STUDY

- The study encompasses various industries where complex buying decisions are prevalent, providing a broad scope to analyse and understand consumer behaviour across different sectors.
- The study shows the increasing globalization of markets, the scope extends globally, allowing insights into how cultural, economic, and social factors influence complex buying decisions across diverse regions.
- This study focuses on the development of effective business strategies by offering insights into tailoring products and marketing approaches, ensuring alignment with consumer preferences in complex buying scenarios.

1.10 LIMITATIONS OF THE STUDY

- Sample size was taken from Chennai city.
- Sample size was limited to 110 respondents only.
- Results of the study may not be generalized.

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

1. Engel, J.F., Blackwell, R.D., & Miniard, P.W. (2015). *Consumer Behaviour*. This foundational text explores various aspects of consumer behaviour, including complex buying decisions, and provides a comprehensive framework for understanding the consumer decision-making process.

2. Howard, J.A., & Sheth, J.N. (2015). *The Theory of Buyer Behaviour*. Howard and Sheth present a theoretical framework for understanding consumer behaviour, emphasizing the complex interplay of psychological, social, and marketing factors in decision-making.

3. Webster, F.E., Jr. (2015). *The Role of Marketing in Buyer Behaviour*. This classic article discusses the influence of marketing strategies on consumer decision-making, shedding light on the dynamic relationship between marketing efforts and complex buying behaviours.

4. Kotler, P. (2015). *Marketing Management*. Kotler's renowned text covers a broad spectrum of marketing topics, including consumer behaviour in complex buying situations. It explores the role of marketing strategies in shaping consumer perceptions and choices.

5. Hawkins, D.I., Best, R.J., & Coney, K.A. (2015). *Consumer Behaviour: Implications for Marketing Strategy*. The authors delve into the implications of consumer behaviour for marketing strategies, with a focus on complex buying decisions. The book offers practical insights for marketers.
6. Bearden, W.O., & Teel, J.E. (2015). *Selected Determinants of Consumer Satisfaction and Complaint Reports*. This study explores factors influencing consumer satisfaction, an important aspect in understanding post-purchase behaviour in complex buying situations.
7. Ratchford, B.T. (2015). *New Insights About the FCB Grid*. Ratchford's research enhances our understanding of the FCB Grid, a model used to classify products based on their informational and transformational attributes, influencing consumer decision-making.
8. Assael, H. (2015). *Consumer Behaviour and Marketing Action*. Assael's work provides an in-depth exploration of consumer behaviour theories and their application in marketing actions, offering valuable insights into complex buying situations.
9. Sproles, G.B., & Kendall, E.L. (2015). *A Methodology for Profiling Consumers' Decision-Making Styles*. The authors propose a methodology for profiling consumers based on their decision-making styles, contributing to a better understanding of individual differences in complex buying behaviours.
10. Sheth, J.N., & Venkatesan, M. (2015). *Risk Reduction Processes in Repetitive Consumer Behaviour*. Sheth and Venkatesan examine the role of risk reduction

processes in consumer decision-making, providing insights into how consumers mitigate perceived risks in complex buying situations.

11. Solomon, M.R. (2016). *Consumer Behaviour: Buying, Having, and Being*. Solomon's comprehensive text explores various aspects of consumer behaviour including the psychological and social factors influencing complex buying decisions.

12. Loudon, D.L., & Della Bitta, A.J. (2016). *Consumer Behaviour: Concepts and Applications*. This book provides a detailed examination of consumer behaviour concepts and their practical applications, offering insights into complex buying processes.

13. Bettman, J.R. (2016). *An Information Processing Theory of Consumer Choice*. Bettman's seminal work introduces an information processing model to understand how consumers gather and evaluate information during complex decision-making processes.

14. Assael, H. (2016). *Consumer Behaviour and Culture: Consequences for Global Marketing and Advertising*. Assael explores the cultural dimensions of consumer behaviour, emphasizing their impact on complex buying decisions in the global marketplace.

15. Jacoby, J., & Kaplan, L.B. (2016). *The Components of Perceived Risk*. This classic paper identifies and categorizes the components of perceived risk, shedding light on how consumers assess risk in complex purchase situations.

16. Engel, J.F., Kollat, D.T., & Blackwell, R.D. (2016). *Consumer Behaviour: A Strategic Approach*. This strategic approach to consumer behaviour offers insights into how marketers can align their strategies with the complexities of consumer decision-making.

17. Hoch, S.J., & Deighton, J. (2016). *Managing What Consumers Learn from Experience*. The authors explore the role of consumer experiences in shaping perceptions and decision-making, especially relevant in understanding complex buying situations.

18. Belk, R.W. (2016). *Situational Variables and Consumer Behaviour*. Belk's study delves into situational factors that influence consumer behaviour, providing a nuanced understanding of how context impacts complex buying choices.

19. Bearden, W.O., & Etzel, M.J. (2016). *Reference Group Influence on Product and Brand Purchase Decisions*. This research investigates the influence of reference groups on consumer decisions, offering insights into the social aspects of complex buying behaviour.

20. Kardes, F.R., Cronley, M.L., & Cline, T.W. (2016). *Consumer Behavior: Science and Practice*. Kardes and colleagues bridge the gap between consumer behavior theory and practical applications, offering a contemporary perspective on understanding and influencing complex buying decisions.

21. Hawkins, D.I., & Mothersbaugh, D.L. (2017). *Consumer Behaviour: Building Marketing Strategy*. This text provides a strategic approach to understanding consumer behaviour, emphasizing the connection between consumer insights and effective marketing strategies.

22. Engel, J.F., Blackwell, R.D., & Miniard, P.W. (2017). *Consumer Behaviour. International Edition*. The international edition of Engel's work considers cultural and global factors influencing consumer behaviour in complex buying situations.
23. Olson, J.C., & Dover, P.A. (2017). *Disconfirmation of Consumer Expectations through Product Trial*. This study explores the role of product trial in disconfirming or confirming consumer expectations, providing insights into post-purchase behaviour.
24. Ratneshwar, S., Mick, D.G., & Huffman, C. (2017). *The Why of Consumption: Contemporary Perspectives on Consumer Motives, Goals, and Desires*. This compilation of essays examines the underlying motives and goals driving consumer behaviour, contributing to a deeper understanding of complex purchasing decisions.
25. Malhotra, N.K. (2017). *Marketing Research: An Applied Orientation*. Malhotra's work offers insights into the role of marketing research in understanding consumer behaviour, providing practical applications for conducting research on complex buying decision.
26. Zeithaml, V.A. (2017). *Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence*. Zeithaml's research explores how consumers perceive price, quality, and value, providing valuable insights into the factors influencing complex purchase decisions.
27. Bauer, R.A. (2017). *Consumer Behaviour as Risk Taking*. Bauer's seminal work introduces the concept of consumer behaviour as risk-taking, shedding light on the role of perceived risk in complex decision-making.

28. Grewal, D., Roggeveen, A.L., & Nordfält, J. (2017). The Future of Retailing. This literature review examines the evolving landscape of retailing and its impact on consumer behaviour, especially in the context of complex buying situations.

29. Dawar, N., & Parker, P. (2017). Marketing Universals: Consumers' Use of Brand Name, Price, Physical Appearance, and Retailer Reputation as Signals of Product Quality. The authors explore how consumers use various signals, such as brand name and price, in complex decision-making processes to assess product quality.

30. Wells, W.D. (2017). Discovery-Oriented Consumer Research. Wells advocates for discovery-oriented consumer research, emphasizing the importance of understanding consumer motivations and behaviours in complex buying situations.

31. Bagozzi, R.P., & Dholakia, U.M. (2018). Antecedents and Purchase Consequences of Customer Participation in Small Group Brand Communities. This study investigates the antecedents and purchase consequences of customer participation in brand communities, providing insights into the social aspects of complex buying.

32. Moorthy, S., Ratchford, B.T., & Talukdar, D. (2018). Consumer Information Search Revisited: Theory and Empirical Analysis. The authors revisit consumer information search behaviour, offering theoretical insights and empirical analysis relevant to complex buying decisions.

33. Smith, A.N., Fischer, E., & Yongjian, C. (2018). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter? This review examines user-generated content on different social media platforms, shedding light on how consumers engage with brands in complex digital environments.

34. **Guiltinan, J.P., Paul, G.W., & Madden, T.J. (2018). Marketing Management: Strategies and Programs. This text offers a strategic perspective on marketing management, addressing the challenges and opportunities in influencing consumer behaviour in complex markets.

35. Hoch, S.J., & Loewenstein, G.F. (2018). Time-Inconsistent Preferences and Consumer Self-Control. The authors explore time-inconsistent preferences and consumer self-control, providing insights into the challenges consumers face in making complex decisions over time.

36. Bettman, J.R., Luce, M.F., & Payne, J.W. (2018). Constructive Consumer Choice Processes. This review discusses constructive consumer choice processes, emphasizing the dynamic and iterative nature of decision-making in complex buying situations.

37. Mittal, B. (2018). Public Opinion Toward Advertising: More Favourable Than It Seems. Mittal's research investigates public opinion toward advertising, offering insights into how consumer perceptions may influence complex buying decisions influenced by advertising.

38. Neslin, S.A., & Shankar, V. (2018). Key Issues in Multichannel Customer

Management: Current Knowledge and Future Directions. This literature review explores key issues in multichannel customer management, providing a comprehensive understanding of consumer interactions across channels.

39. Schiffman, L.G., & Kanuk, L.L. (2018). *Consumer Behaviour*. Schiffman and Kanuk's text covers a broad spectrum of consumer behaviour topics, including the psychological and social factors influencing complex buying decisions.

40. Chevalier, J.A., & Mayzlin, D. (2018). *The Effect of Word of Mouth on Sales: Online Book Reviews*. The authors examine the impact of online word of mouth, specifically book reviews, on sales, highlighting the influence of consumer opinions in complex purchasing decisions.

41. Hoyer, W.D., & MacInnis, D.J. (2019). *Consumer Behaviour*. Hoyer and MacInnis offer a comprehensive overview of consumer behaviour, exploring factors such as motivation, perception, and learning that contribute to complex decision-making.

42. Lee, L., & Coughlan, A.T. (2019). *Exploiting the Scope of Multichannel Retailing: An Information Overload Perspective*. This literature review discusses the challenges and opportunities of multichannel retailing, addressing the information overload consumers may face in complex buying environments.

43. Winer, R.S. (2019). *Marketing Management*. - Winer's text provides insights into marketing management, discussing strategies and tactics that

are relevant for influencing consumer behaviour in complex markets.

44. **Deighton, J., & Kornfeld, L. (2020). Interactivity's Unanticipated Consequences for Marketers and Marketing. This review explores the consequences of interactivity in marketing, considering how consumer engagement and participation impact complex buying decisions.

45. Lichtenstein, D.R., Ridgway, N.M., & Netemeyer, R.G. (2021). Price Perceptions and Consumer Shopping Behaviour: A Field Study. The authors investigate the relationship between price perceptions and consumer shopping behaviour, contributing to the understanding of pricing strategies in complex markets.

46. Park, C.W., Iyer, E.S., & Smith, D.C. (2022). The Effects of Situational Factors on In-Store Grocery Shopping Behaviour: The Role of Store Environment and Time Available for Shopping. This study explores how situational factors, such as the store environment and time constraints, influence in-store grocery shopping behaviour, providing insights into the complexities of real-world consumer decisions.

47. Roggeveen, A.L., Tsiros, M., & Grewal, D. (2022). Understanding the Influence of Cognitive and Affective Trust on Perceived Risk and Intention to Purchase. The authors investigate the interplay between cognitive and affective trust in shaping perceived risk and purchase intentions, shedding light on the nuanced factors influencing consumer decision-making in complex scenarios.

48. Menon, A., & Kahn, B.E. (2022). Cross-Category Effects of Aisle and Display Placements: A Spatial Modelling Approach and Insights. This study employs a spatial modelling approach to examine how the placement of products within a store affects consumer choices, providing valuable insights into the impact of retail environments on complex buying behaviour.

49. Moe, W.W., & Fader, P.S. (2022). Dynamic Conversion Behaviour at E-Commerce Sites. The authors investigate dynamic conversion behaviour in e-commerce settings, examining how online consumers navigate through websites and make complex decisions, contributing to our understanding of digital consumer behaviour.

50. Aguirre-Rodriguez, A., Bustinza, O.F., & Gomes, E. (2022). Customer Relationship Management and Big Data Enabled: Personalization and Customization of Services. This literature review explores the intersection of customer relationship management (CRM) and big data, emphasizing how personalization and customization contribute to enhancing the customer experience in complex buying scenarios.

CHAPTER 3

RESEARCH METHODOLOGY

METHODOLOGY

Research methodology is mainly needed for the purpose of framing the research process and the designs and tools that are to be used for the project purpose. Research methodology helps to find the consumer behavior related to complex buying

3.1 RESEARCH DESIGN

DESCRIPTIVE RESEARCH DESIGN

Descriptive research design is a hypothesis-based method that defines the primary subject matter of the research and tries to analyse the different assumptions and techniques. This type of research design uses data collection techniques like natural observation, case studies and surveys to derive results. Descriptive data is used to collect basic information about variables in a dataset and to find relationship between variables.

Qualitative data includes respondents' opinion and ideas. It is also applied in order to describe current conditions or to investigate relationships.

3.2 SOURCES OF DATA

Data collection is the term used to describe a process of preparing and collecting data.

- Primary Data – Questionnaire given to 110 respondents
- Secondary Data - Websites and online journals, Published reports & Review of literature from published articles.

3.3 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part was designed to know the general information about respondents and the second part contains some questions to know about the customer needs towards on consumer purchase pattern and some more questions are added to understand mode of buying on various the products or services and to analyze the customer preference level associated with different brands

3.4 SAMPLE SIZE:

Number of the sampling size selected from population is called the size of the sample. Sample of 110 responses were obtained from the population.

3.5 SAMPLING TECHNIQUE

CONVENIENCE SAMPLING METHOD

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach. Convenience sampling is used because it is quick, inexpensive, and convenient. Convenience samples are useful for certain purposes, and they require very little planning.

3.6 PERIOD OF STUDY:

The Study was conducted for the period of three months from September to November.

3.7 TOOLS FOR ANALYSIS

PERCENTAGE ANALYSIS

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

CHI SQUARE TEST

A **chi-squared test** (symbolically represented as χ^2) is basically a data analysis on the basis of observations of a random set of variables. Usually, it is a comparison of two statistical data sets. This test was introduced by **Karl Pearson** in 1900 for categorical data analysis and distribution. So it was mentioned as **Pearson's chi squared test**

CORRELATION

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

➤ PEARSON CORRELATION

The Pearson correlation coefficient (r) is the most common way of measuring a linear correlation. It is a number between -1 and 1 that measures the strength and direction of the relationship between two variables.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

TABLE 4.1 SHOWS THE GENDER OF THE RESPONDENTS

GENDER	NO OF RESPONDENTS	PERCENTAGE
MALE	52	47
FEMALE	58	53
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the number of male respondents is 47% and Female respondents is 53%.

CHART 4.1 SHOWS THE GENDER OF THE RESPONDENTS

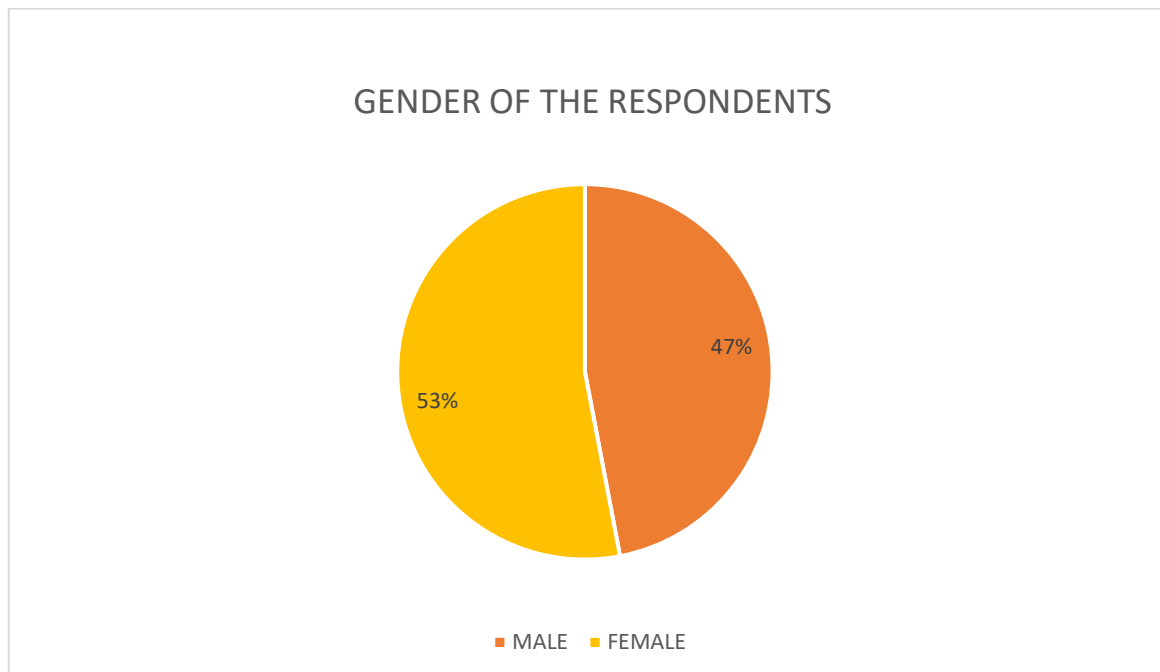


TABLE 4.2 SHOWS THE AGE OF THE RESPONDENTS

AGE OF THE RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
20-30	35	32
30-40	25	23
40-50	30	27
50-60	10	9
60 Above	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the number of respondents between 20-30 age are 32%,30-40 age are 23% 40-50 age are 27% between 50-60 age of the respondents are 9% and 60 or above age of the respondents are 9%

CHART 4.2 SHOWS THE AGE OF THE RESPONDENTS

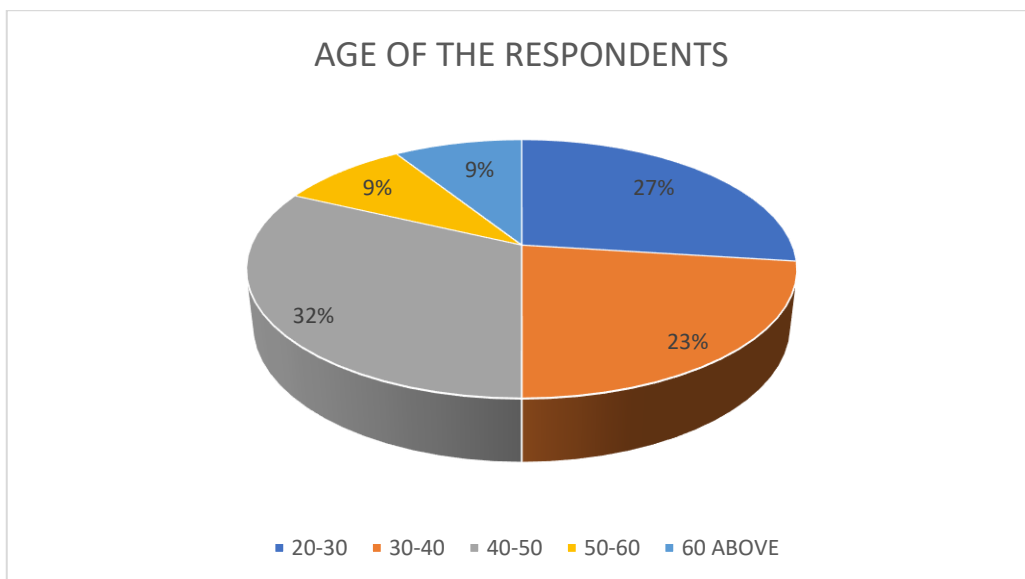


TABLE 4.3 SHOWS THE INCOME OF THE RESPONDENTS

INCOME	NO OF RESPONDENTS	PERCENTAGE
10000-20000	30	27
20000-30000	20	18
30000-40000	20	18
40000-50000	25	23
50000 ABOVE	15	14
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the income of the respondents. 27% of the respondents income level were 10000-20000, 18% of the respondents income level were 20000-30000, 18% of the respondents income level were 30000-40000, 23% of the respondents income level were 40000-50000, 14% of the respondents income level were 50000 above.

CHART 4.3 SHOWS THE INCOME OF THE RESPONDENTS

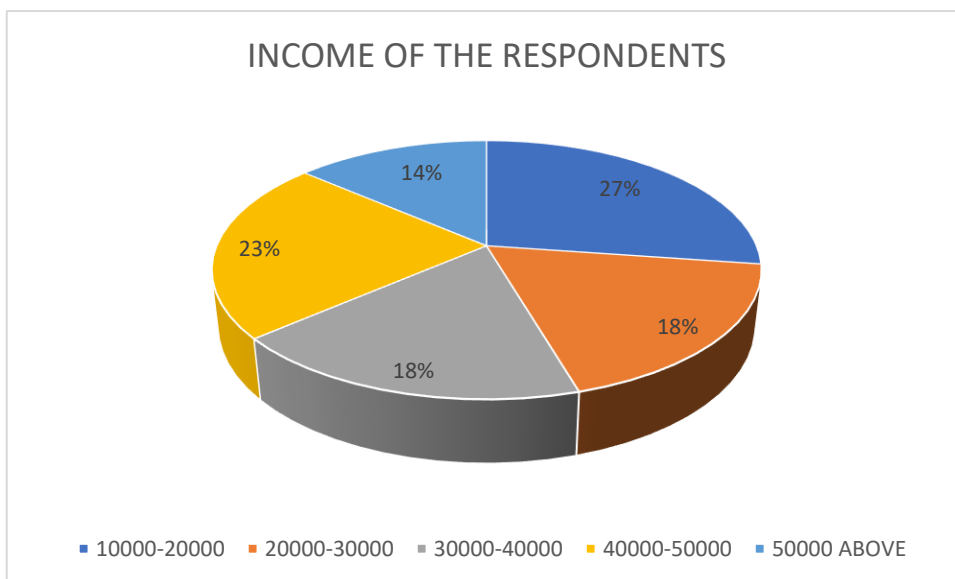


TABLE 4.4 SHOWS THE EDUCATION OF THE RESPONDENTS

EDUCATION OF THE RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
High school	10	9
Bachelor Degree	52	47
Master Degree	38	35
Doctoral Degree	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that 9% of the respondents were High school, 47% of the respondents were Bachelor Degree, 35% of the respondents were Master Degree, 9% of the respondents were Doctoral degree.

CHART 4.4 SHOWS THE EDUCATION OF THE RESPONDENTS

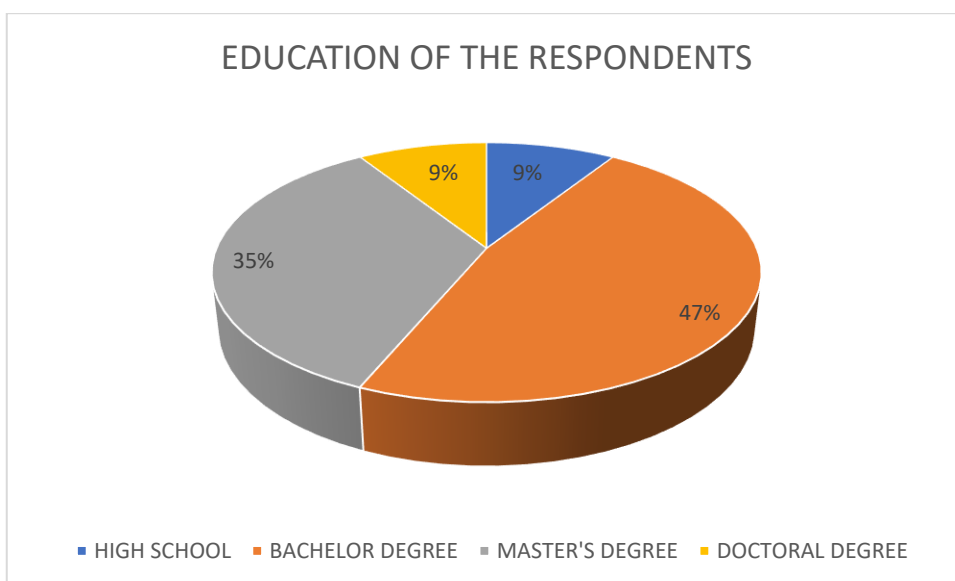


TABLE 4.5 SHOWS THE FREQUENTLY PURCHASE OF THE PRODUCT

FREQUENTLY PURCHASE PRODUCT	OF	NO OF RESPONDENTS	PERCENTAGE
DAILY		10	9
WEEKLY		40	36
MONTHLY		35	32
RARELY		25	23
TOTAL		110	100

INTERPRETATION

From the above table it is interpreted the frequently purchase of the product 9% of the respondents Daily purchase the product,36% of the respondents Weekly purchase the product,32% of the respondents Monthly purchase the product,23% of the respondents Rarely purchase the product.

CHART 4.5 SHOWS THE FREQUENTLY PURCHASE THE PRODUCT

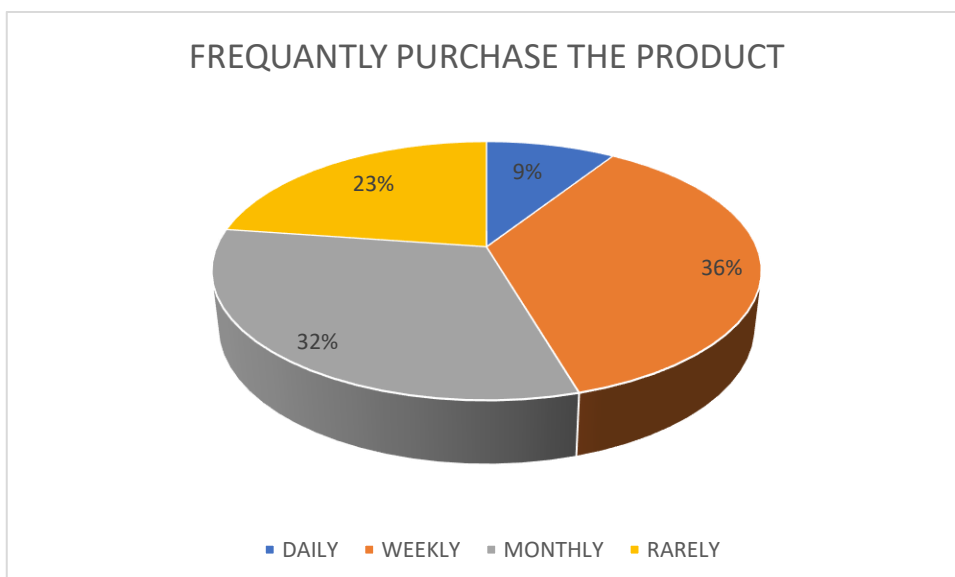


TABLE 4.6 SHOWS THE RESPONDENTS PREFER TO SHOP

PREFER TO SHOP	NO OF RESPONDENTS	PERCENTAGE
Online	44	40
In Physical Stores	39	35
Both	27	25
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that respondents prefer to shop. 40% of the respondents prefer online to shop. 35% of the respondents prefer physical stores to shop. 25% of the respondents prefer Both to shop.

CHART 4.6 SHOWS THE RESPONDENTS PREFER TO SHOP



TABLE 4.7 SHOWS THE FACTORS THAT INFLUENCE THE DECISION OF THE RESPONDENTS

FACTORS INFLUENCE THE DECISION	NO OF RESPONDENTS	PERCENTAGE
Price	20	18
Brand Reputation	20	18
Product Reviews	18	16
Product Feature	27	25
Recommendations from Family/Friends	14	13
Others	11	10
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the factors that influence the decision of the respondents.18% of the respondents were influence by the Price,18% of the respondents were influence by Brand reputation, 16% of the respondents were influence by Product Reviews,25% of the respondents were influence by Product Feature, 13% of the respondents were influence by Recommendations from Family/Friends, 10% of the respondents were influence by Others.

CHART 4.7 SHOWS THE FACTORS THAT INFLUENCE THE DECISION OF THE RESPONDENTS

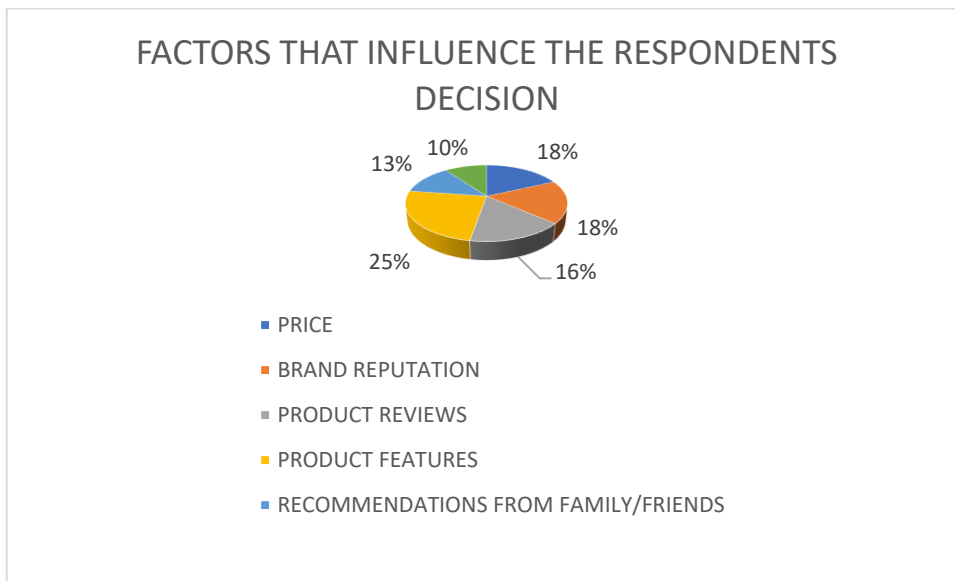


TABLE 4.8 SHOWS THE RESPONDENTS TYPICALLY RESEARCH AND GATHER INFORMATION

TYPICAL RESEARCH	NO OF RESPONDENTS	PERCENTAGE
Online research	29	26
In store research	26	24
Recommendations from Family/Friends	20	18
Social Media Influence	25	23
Others	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the respondents typically research and gather information. 26% of the respondents were research through online, 24% of the respondents were research through In store research, 18% of the respondents were research through Recommendations from Family/ Friends, 23% of the respondents were research through Social Media Influence, 9% of the respondents Others.

CHART 4.8 SHOWS THE RESPONDENTS TYPICALLY RESEARCH AND GATHER INFORMATION

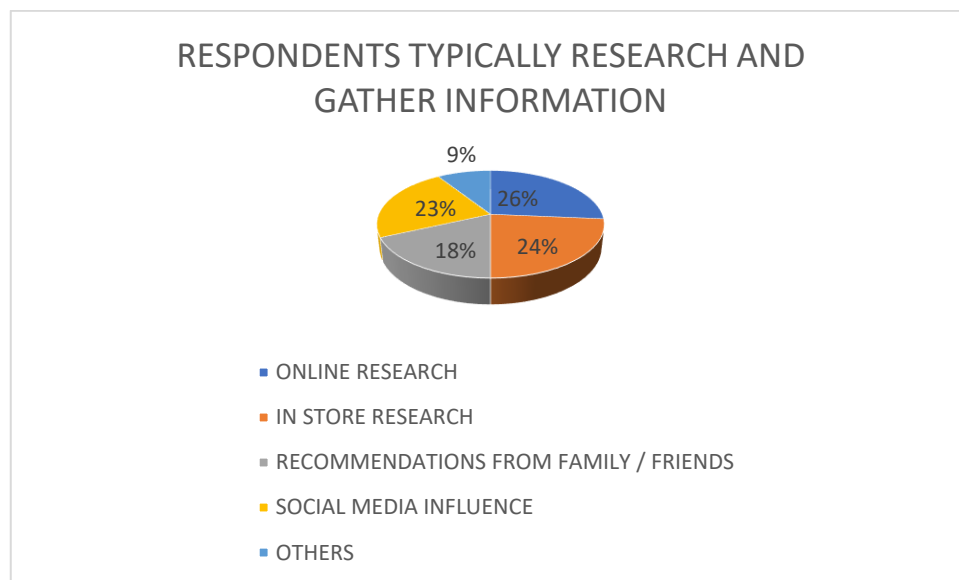


TABLE 4.9 SHOWS THE RESPONDENTS CONSIDERING THE ATTRIBUTES

ATTRIBUTES	NO OF RESPONDENTS	PERCENTAGE
Price	17	15
Product quality	31	28
Availability	23	21
Brand reputation	13	12
Warranty and after sales service	16	15
Others	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents considering the attributes.15% of the respondents were consider the Price, 28% of the respondents were consider the Product quality, 21% of the respondents were consider the availability,12% of the respondents were consider the Brand reputation, 15% of the respondents were consider the warranty and after sales service, 9% of the respondents were consider the others.

CHART 4.9 SHOWS THE RESPONDENTS CONSIDERING THE ATTRIBUTES

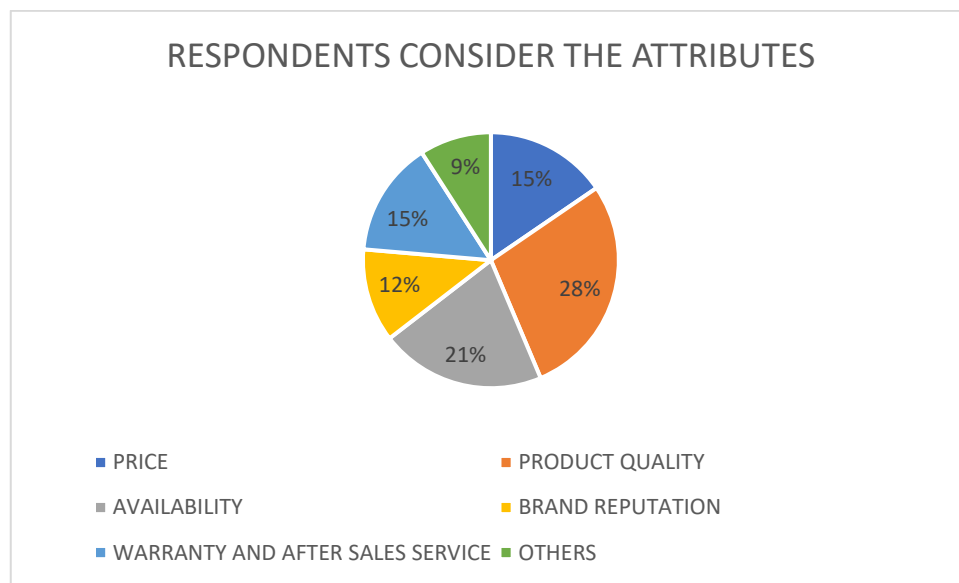


TABLE 4.10 SHOWS THE FEATURES OF THE PRODUCT

FEATURES OF THE PRODUCT	NO OF RESPONDENTS	PERCENTAGE
Very Satisfied	30	27
Satisfied	27	25
Neutral	25	23
Dissatisfied	18	16
Very Dissatisfied	10	9
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the features of the product. 27% of the respondents were Very satisfied with product features, 25% of the respondents were satisfied with product features, 23% of the respondents were Neutral with product features, 16% of the respondents were Dissatisfied with product features, 9% of the respondents were very dissatisfied with the product features.

CHART 4.10 SHOWS THE FEATURES OF THE PRODUCT

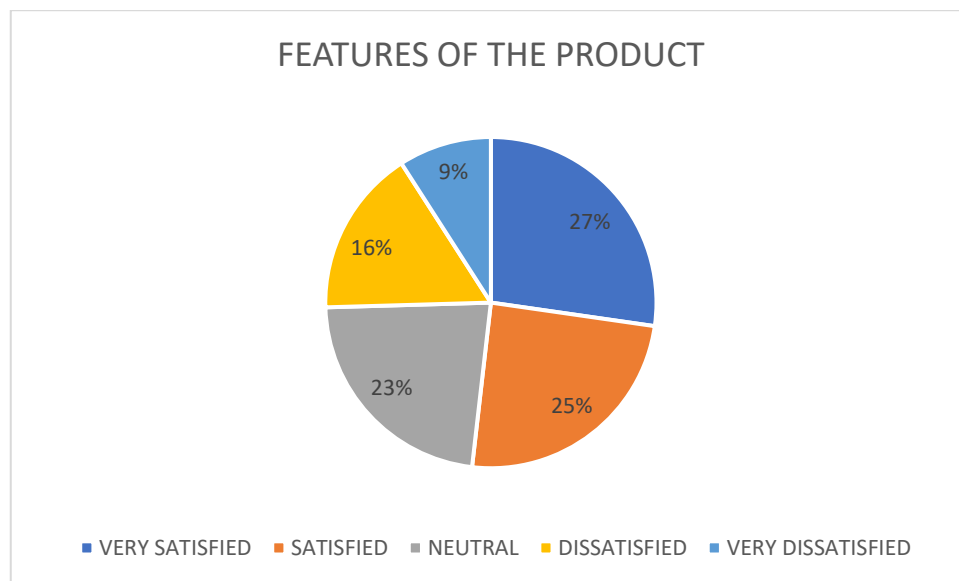


TABLE 4.11 SHOWS THE RESPONDENTS LIKELY TO RECOMMEND BRAND

LIKELY TO RECOMMEND BRAND	NO OF RESPONDENTS	PERCENTAGE
Very Likely	25	23
Likely	30	27
Neutral	35	32
Unlikely	12	11
Very Unlikely	8	7
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted that the respondents likely to recommend brand.23% of the respondents were very Likely to recommend the brand, 27% of the respondents were Likely to recommend the brand,32% of the respondents were Neutral,11% of the respondents were Unlikely to recommend the brand, 7% of the respondents were very unlikely to recommend the brand.

CHART 4.11 SHOWS THE RESPONDENTS LIKELY TO RECOMMEND BRAND

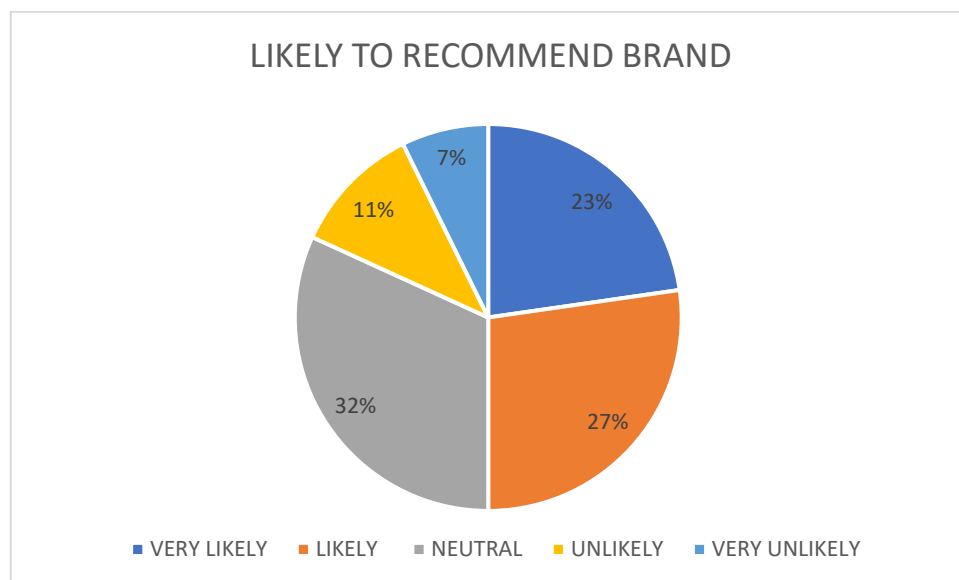


TABLE 4.12 SHOWS THE RESPONDENTS GET INFLUENCE BY ADVERTISEMENTS

INFLUENCE BY ADVERTISEMENTS	NO OF RESPONDENTS	PERCENTAGE
Very Influential	34	31
Moderately Influential	26	24
Somewhat Influential	29	26
Not Influential at all	21	19
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents get influence by advertisements. 31% of the respondents were very influential, 24% of the respondents were Moderately influential, 26% of the respondents were somewhat influential, 19% of the respondents were not influential at all.

CHART 4.12 SHOWS THE RESPONDENTS GET INFLUENCE BY ADVERTISEMENTS

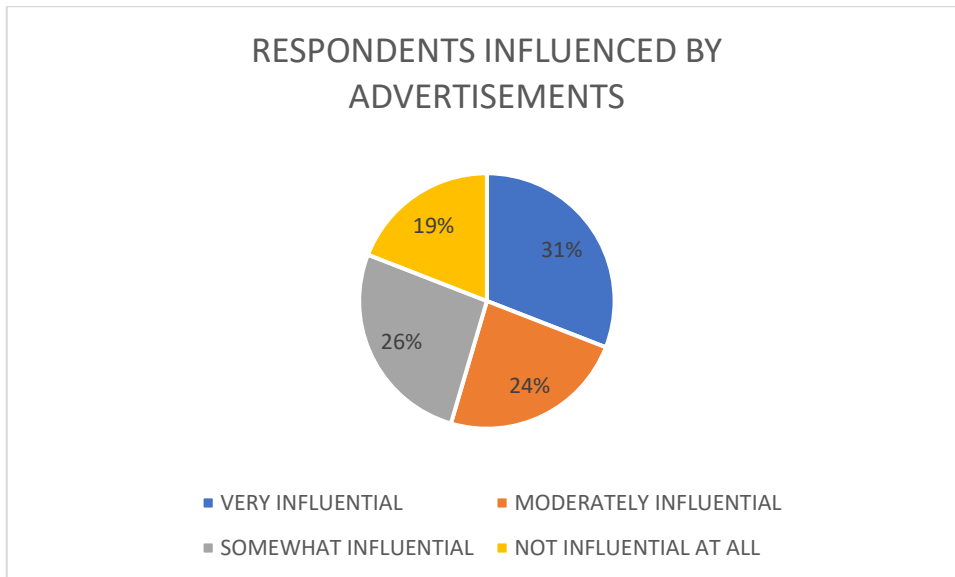


TABLE 4.13 SHOWS THE RESPONDENTS TIME TYPICALLY SPEND

TIME TYPICALLY SPEND	NO OF RESPONDENTS	PERCENTAGE
Minimal Research	35	32
Moderate Research	25	32
Extensive Research	40	36
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents time typically spend. 32% of the respondents spend time on minimal research, 32% of the respondents spend time on moderate research, 36% of the respondents spend time on extensive research.

CHART 4.13 SHOWS THE RESPONDENTS TIME TYPICALLY SPEND

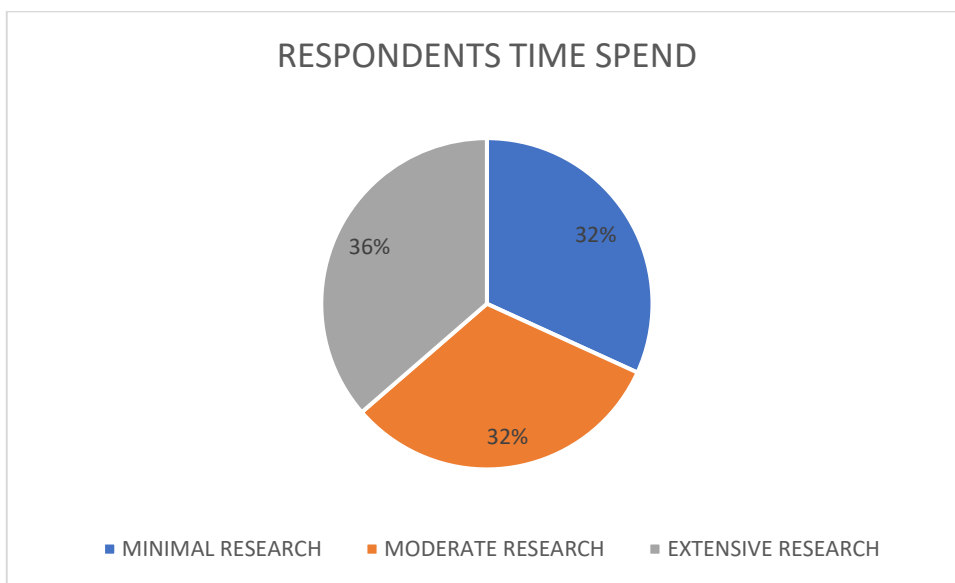


TABLE 4.14 SHOWS THE RESPONDENTS IMPORTANT BRAND REPUTATION

IMPORTANT BRAND REPUTATION	NO OF RESPONDENTS	PERCENTAGE
Very Important	30	27
Important	25	23
Neutral	28	25
Unimportant	23	21
Very unimportant	4	4
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents brand reputation.27% of the respondents were very important,23% of the respondents were important,25% of the respondents were neutral,21% of the respondents were unimportant,4% of the respondents were very unimportant.

CHART 4.14 SHOWS THE RESPONDENTS IMPORTANT BRAND REPUTATION

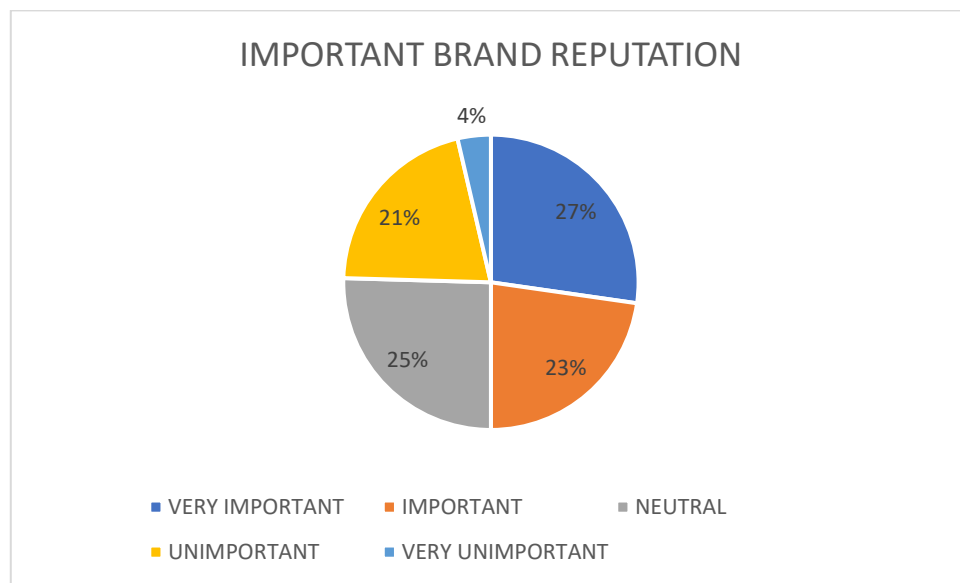


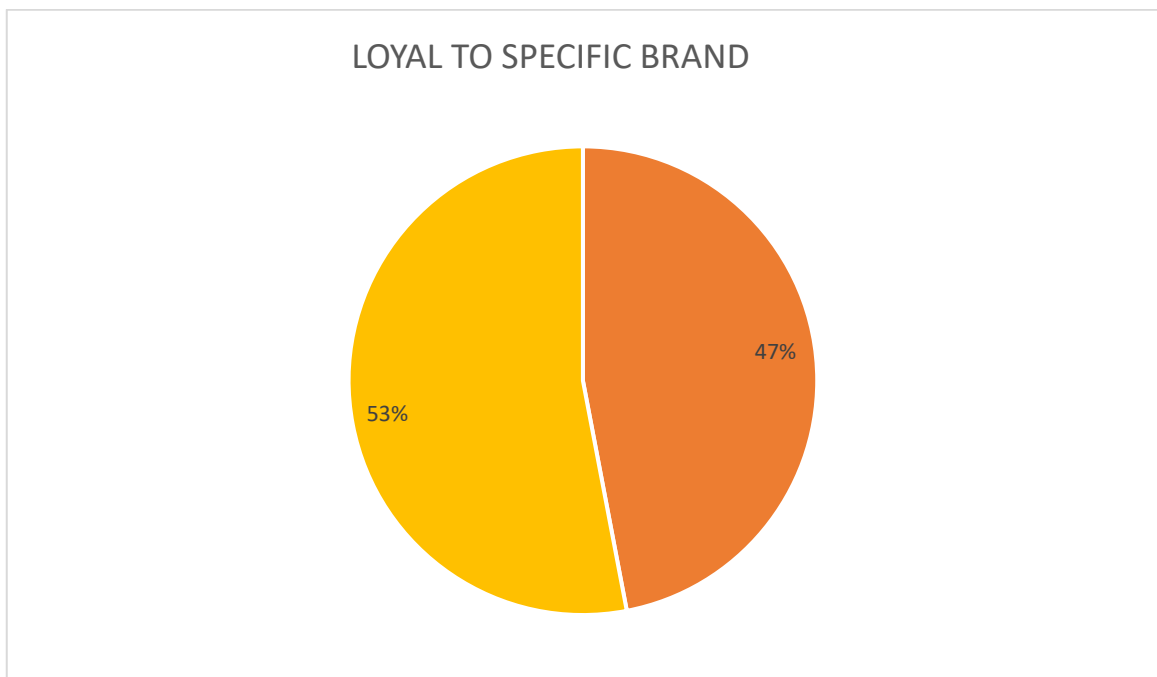
TABLE 4.15 SHOWS THE RESPONDENTS LOYAL TO SPECIFIC BRAND

LOYAL TO SPECIFIC BRAND	NO OF RESPONDENTS	PERCENTAGE
Loyal to Specific Brand	58	53
Frequently Brand Switching	52	47
TOTAL	110	100

INTERPRETATION

From the above table it is interpreted the respondents loyal to specific brand.53% of the respondents were loyal to specific brand,47% of the respondents were frequently brand switching.

CHART 4.15 SHOWS THE RESPONDENTS LOYAL TO SPECIFIC BRAND



STATISTICAL ANALYSIS

CHI-SQUARE

H0: There is a no significant association between Gender and Shopping Preference

H1: There is a significant association between Gender and Shopping Preference

TABLE 4.16 ASSOCIATION BETWEEN THE GENDER AND SHOPPING PREFERENCE

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	19.942 ^a	4	.001
Likelihood Ratio	15.124	4	.004
Linear-by-Linear Association	8.781	1	.003
N of Valid Cases	110		

a. 4 cells (40.0%) have expected count less than 5. The minimum expected count is 1.38.

INTERPRETATION:

The result in the above table shows that there is significant association between the age of the respondents and their level of awareness as $p = 0.001$ which is less than 0.05. **This finding supports the hypothesis and so there is significant association between the age of the respondents and their level of awareness.**

4.17 CORRELATION

H0: There is a no significant relationship between Age and the time spent researching before making a purchase.

H1: There is a significant relationship between Age and the time spent researching before making a purchase

		Age	Time spent on research
Age	Pearson Correlation	1	-.256**
	Sig. (2-tailed)		.007
	N	110	110
Time spent on research	Pearson Correlation	-.256**	1
	Sig. (2-tailed)	.007	
	N	110	110

INTERPRETATION

The result in the above table shows that there is a significant relationship between the Age of the respondents and the time spent researching before making a purchase $p = -0.256$ which is less than 0.05. **The findings support the hypothesis and so there is a significant relationship between the Age of the respondents and the time spent researching before making a purchase.**

FINDINGS

- Majority (53%) of the respondents were Female.
- Majority (32%) of the respondents were Between 20-30 years of age.
- Majority (27%) of the respondents Income level were between 10000-20000.
- Majority (47%) of the respondents were Bachelor Degree.
- Majority (36%) of the respondents were Weekly Purchase.
- Majority (40%) of the respondents were prefer online to shop.
- Majority (25%) of the respondents were influence by Product feature.
- Majority (26%) of the respondents were typically research and gather information through online research.
- Majority (28%) of the respondents were consider the attributes of Product quality.
- Majority (27%) of the respondents were Very satisfied with the product feature
- Majority (32%) of the respondents were Neutral in recommendation.
- Majority (31%) of the respondents were Very Influential by advertisements.
- Majority (36%) of the respondents were spent time on Extensive research.
- Majority (27%) of the respondents gave Very Important for brand reputation
- Majority (53%) of the respondents were loyal to specific Brand.

SUGGESTION

- Brands should communicate transparently about product features, pricing structures, and potential drawbacks. This builds trust and helps consumers make informed decisions.
- Enhance online presence through informative websites, engaging social media platforms, and prompt responses to consumer queries. An active online presence builds credibility.

- Develop educational materials and campaigns to help consumers understand the complexities of the product or service. This can simplify the decision-making process.

CONCLUSION

In conclusion this study reveals the Consumer behavior in complex buying situations is a dynamic and intricate process influenced by various internal and external factors. Businesses can enhance the overall consumer experience and positively impact their purchasing decisions. I therefore concluding businesses should continuously evolve their strategies based on changing consumer behaviors, technological advancements, and market trends to stay relevant and successful in catering to complex buying needs.

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ANNEXURE

1. Name
2. Gender
 - a) Male b) Female
3. Age
 - a) 20-30 b)30-40 c) 40-50 d) 50-60 e) 60 Above
4. Income
 - a) 10000-20000 b)20000-30000 c)30000-40000 d)40000-50000 e) 50000Above
5. Education
 - a) High School b) Bachelor Degree c) Master degree d) Doctoral degree
6. How frequently do you purchase the product?
 - a) Daily b) Weekly c) Monthly d) Rarely
7. Where do you Prefer to shop?
 - a) Online b) In physical Stores c) Both
8. Which factors influence your decision to purchase a product in this category?
 - a) Price b) Brand reputation c) Product reviews d) Product features e) Recommendations from Family / Friends f) Social Media Influence g) Others
9. How do you typically research and gather information before making a purchase decision?
 - a) online Research b) In store research c) Recommendations from Family /Friends e) Social Media influence d) Others
- 10.What attributes do you consider when choosing between different brands of the product?
 - a) Price b) Product Quality c) Availability d) Brand Reputation e) Warranty and after sales service e) others

11. What features of the product do you find most satisfying about your preference brand?

a) Very satisfied b) Satisfied c) Neutral d) Dissatisfied e) Very Dissatisfied

12. How likely are you to recommend your preferred brand of the product to a friend or family members?

a) Very Likely b) Likely c) Neutral d) Unlikely e) Very Unlikely

13. How do advertisements influence your purchase decision for a product?

a) Very Influential b) Moderately Influential c) Somewhat Influential d) Not influential at all

14. How much time do you typically spend researching before making a purchase of the product?

a) Minimal Research b) Moderate research c) Extensive research

15. How important is a brand reputation or image when making an online purchase decision?

a) Very Important b) Important c) Neutral d) Unimportant e) Very Unimportant

16. Are you loyal to a specific brand when shopping online or do you frequently switch to different brands?

a) Loyal to specific brand b) Frequently brand switching