

**DYNAMICS OF BUYING BEHAVIOUR AND CUSTOMER SATISFACTION WITH
REFERENCE TO BUSINESS EVOLVE VENTURE**

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ABSTARCT:

This study helps the company in managing the interactions with customers, clients, and logistics prospects. It involves using the customer feedback to organize, automate, and coordinate business processes mainly transporting activities, marketing, customer service, and support. The overall goals are to discover, focus, and win new clients; nurture and retain those the company already has; attract former clients back into the fold; and reduce the expenses of marketing and client service. It describes a company-wide business tactic including customer-interface departments and other departments. The major aim of this project is to conduct a study towards the customer satisfaction towards the delivery of goods with reference to 6D Shipping & Logistics Pvt Ltd. The study can be carried through by getting the feedback from the customers and compare those results with the expected results.

Keywords: Buying Behaviour, consumer attitude, changing perception, customer satisfaction.

1.1. INTRODUCTION

Customer satisfaction is defined as how happy customers are with company's products, services, and capabilities. Customer feedbacks, including surveys and ratings, can help a company to best improve or changes its products and services. Customer satisfaction in a marketing view that measures how products or services supplied by a company meet or surpass a customer's expectation. Customer satisfaction is significant because it used for the marketers and business owners to manage and developed their businesses.

1.2. STATEMENT OF PROBLEM:

Consumer buying behaviour means more than just how an individual buys products.”- Hoyer (2004)”

Marketing efforts also concentrated on consumer's expenses of services, activities and ideas. Customer satisfaction is one of the most important thing for all organization. Customer is an individual or industry that purchase the goods or services produced by a business. The customer is the end goal of business science . customer who pays for supply and creates demand. Business often follow the motto that “the customer is always right because happy customers will continue to buy products and service”.

1.3. NEED FOR STUDY:

The study of consumer behavior is necessary for the marketing .It helps firms to construct smarter marketing ideas and getting an insight about what affects the decision making of consumers. This paper is study that the relationship between consumer buying behavior and the factors that influence the consumer's purchasing process and decision. There are different national and international products present in India. So to identify the customer buying behaviour towards international and national product. The result of the study will provide solutions to various marketing problems in India. Today most of the Indian customers are attracted by the imported goods because of their high quality. So the majority of the Indian company products loss their credibility and loyalty in domestic customers.

- To identify the existing problems faced by the customers.
- To understand the customer expectations.
- To improve the overall customer satisfaction.
- To improve the customer relationship.
- To understand the customer intention towards evolve business ventures.

1.4. AIM OF THE STUDY:

- Buying attitude of a customer towards Evolve Business Ventures
- To analyse the influence of demographic variables on the buying behaviour of consumers while purchasing apparels in Evolve retail outlets.
- To understand the customer buying behaviour while shopping for clothes in Evolve retail outlets.
- To study the impact of Sales Promotions by Evolve Business Venture on purchase intention for apparels.

1.5. SCOPE OF THE STUDY:

The retail industry forms a backbone of social and economic development of a region. It has linked as the largest and fastest developing sectors in the world market, World Financial and employment. Its developing rate are higher than the agriculture and other industrialized sector. It is a great and most active part of the indian economy both employment and part to national profits. It covers a large collection of activities, such as trading, transportation and communication, financial, real estate and business services, as well as community, social and personal services.

1.6. LIMITATIONS OF THE STUDY:

- Time is one major constraint, which limits efficient data collection.
- Non-availability of data collection from customers of Evolve Business Ventures
- customers of Evolve Business Ventures are clients were only been asked to fill the questionnaires.
- Reliability and accuracy of the analysis depends on the respondents openness and trueness towards each question in the questionnaire.
- This research outcome possibly will not be appropriate for any other sector.

1.7. RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is the collection and study of the data. The report is investigative and detail in nature. This details is going to explain different savings schemes provided by Oriental Insurance Company Limited. Hence it is descriptive in nature but suggests some important points to improve the services of the OICL so it is exploratory in nature also.

DATA COLLECTION

For the purpose of analysis data is very much required which works as a process which will ultimately give output in the form of information. So before mentioning the source of data for the project the researcher would like to mention the type of data that will be collected. During preparation of the project report, two types of data will be required which includes both primary and secondary sources. Methodology is a Systematic way of solving a problem. It includes the statistical tool to solve the problem.

Type of research : Descriptive research
Data source : Primary and secondary data

Data collection method : Interview and survey Questionnaires

Data collection tools : Regression, Chai square test

DATA SOURCE: The task of data collection begins after a research problem has been defined. In this study data will be collected from primary and secondary source .A Primary data which is collected for gathering information for the first time. It will be collected through questionnaire which contain relevant questions that are both close ended and opened. Interviews also under will be conducted with consumers, Secondary data consist of information that already exist. Secondary data will be collected from company websites, magazines, brochures and internet.

SAMPLE SIZE: Sample size is the number of essential things to be included in study. Several qualitative factor should also determining the sample size. These include the nature of research, number of variable, and nature of analysis, sample size, incidence rates, completion rates, and resources constraints. During the process of the study, survey will be conducted sample size is 115 respondents.

SAMPLE METHOD: The researcher had choice between probability and non-probability sampling methods. In this simple non probability method namely convenience sampling will be adopted. 'Convenient Random Sampling' method that aapted to conduct the survey . The area of the research was focus on the Chennai city. The survey conducted in like colleges, corporate offices, will be and respondent's home.

STATISTICAL TOOLS

In the Study the following tools are used :

- Simple percentage analysis
- ranking method
- chi square analysis

1.8. RESULTS AND DISCUSSION OF THE STUDY:

- The study found that the most of the travellers travelling in airways are men.
- 35 percent of the respondents says that price factor will influence the buying behaviour of customer.
- 43 % of the respondents were choose evolve business venture for availability of goods.
- 45% of the respondents says that salesman relationship is most important factor in choosing evolve business venture.
- The study found that the respondents were attract towards offers and discounts.
- Some of the respondents were not aware of the shop brand due to lack of publicity.
- Study says that buyers were preferring to buy man made products rather than branded one.
- There is no proper usage of man power due to the lack of administration in the floor as well in warehouse.
- Proper selfs should provide for the stores to arrange the things in proper manner.
- There should be brand representative before the respective brands in order to improve sales.

1.9. SUGGESTIONS:

- **Need More Awareness:** The sales executives need more awareness about the brand and they should train up properly. Customers have not aware of brands due to lack of publicity.
- **Building Trust Worthiness:** The customers in airport were above middle class and rich class people so they expect more prompt services and good salesman approach.
- Domestic departure customers were prefer to buy international brand products and in International departure customers prefer to buy Local branded goods so it is necessary to improve the availability of goods based on the requirement.
- Salesman should have suppurate identity which reflects identify of the brand.
- The ware house manager should cordenate with floor manager in order to proper usage of manpower.

1.10. CONCLUSION:

Retail industry has increased in last few years in india. People have different views about it. FMCG goods has tremendous potential to increase in sales provided business should have knowledge to implement it in right way. Benefits like increased brand appreciation and better brand reliability can be developed by effective plans. The customer expectations are yet to be met by evolve business venture to provide customized products. This can be achieved only through effective services. The over all salesman relationship is good. The response levels of customers towards Evolve business Venture is good

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