

# Evaluation on Consumer Behavior

R. Selva, Magdalene Peter, Anitha. K

**Abstract:** Client direct is the examination of individuals, get-togethers, or affiliations and all of the activities related with the purchase, use and move of product and ventures, including the purchaser's eager, mental and social responses that go previously or seek after these activities. Purchaser direct rose during the 1940s and 50s as an obvious sub-discipline in the displaying area.

Customer direct is a between disciplinary social science that blends segments from mind look into, human science, social human examinations, human sciences, ethnography, displaying and money related perspectives, especially social monetary angles. It examines how sentiments, mindsets and tendencies impact buying conduct. Characteristics of individual buyers, for instance, economics, character lifestyles and direct factors, for instance, use rates, use occasion, unwaveringness, brand advancement, preparation to give referrals, attempting to appreciate people's needs and usage are inside and out inspected in formal examinations of purchaser lead

**Key words:** ethnography, unwaveringness, purchaser lead

## I. INTRODUCTION

### A. Consumer Behavior

Buyer conduct is the investigation of people, gatherings, or an association and the procedure they use to choose, use, arrange and secure of items, thoughts, administrations or experience to fulfill needs and the effect that these procedure have on the shopper and society. [1],[ 3],[5]

### B. Research Design:

Research design is connection between what has been established and what is to be done in the conduct of the survey for realization of the objective. [19],[21],[23] The research design used in this study was descriptive research design.

C. Statistical Tools: [2 ],[ 4],[6]

4.2.1 Sample size

$$\left[ Z^2 \times P \times Q \right] \div E^2$$

Table No: 1 Why Do You Prefer To Shop In Retail Outlet

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## II. RESULTS &DISCUSSION

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Brand Variety	20	18.18
2	Ambience	7	6.36
3	Location	15	13.63
4	Time Saving	26	23.63
5	Services	21	19.09
6	Availability of every item	21	19.09
	Total	110	100%

Chart No: 1 Why Do You Prefer To Shop In Retail Outlet

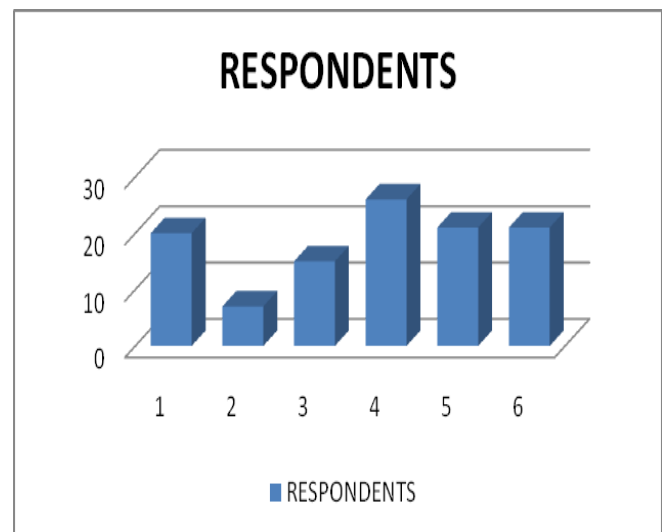


Table No: 2 What Is The Primary Purpose To Visit The Retail Outlets?

S.NO	PARTICULARS	RESPONDENCE	PERCENTAGE
1	Leisure time activity	14	12.72
2	Purchase of special products	14	12.72
3	Children's demand	15	13.63
4	Purchase of general products	32	29.09
5	To buy monthly provisions	28	25.45
6	To buy for daily needs	7	6.36
	Total	110	100%

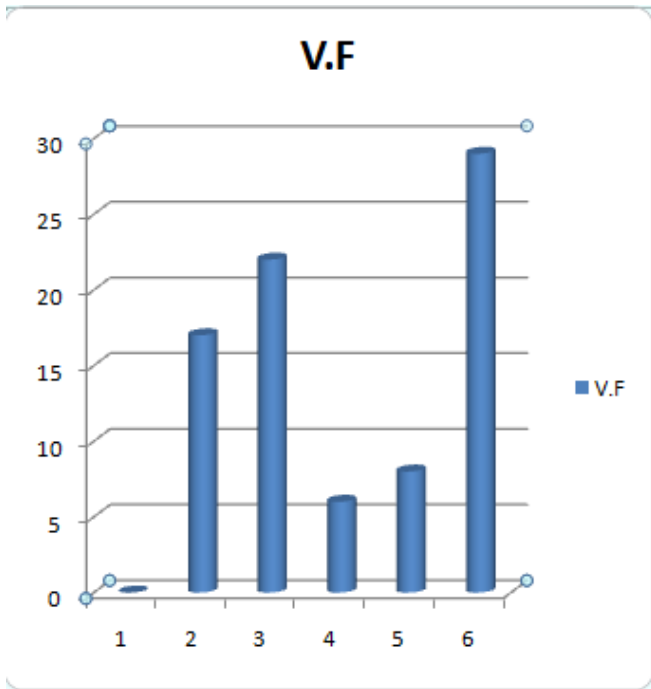


FIG 2: WHAT IS THE PRIMARY PURPOSE TO VISIT THE RETAIL OUTLETS

TABLE NO: 3 Which Outlets Do You Consider While Shopping

SNO	PARTICULARS	V.F	F	R	VR	N
		RESPONDENCE				
1	Reliance	17	15	19	7	52
2	Big Bazaar	22	18	14	7	49
3	More	6	7	11	19	67
4	Heritage	8	15	14	8	65
5	Saravana stores	29	19	12	9	41
6	Nilgiris	8	14	16	13	59
7	Lifestyle	10	12	9	7	72
8	Local Neighborhood store	60	28	6	3	13

Chi-square

A. Planned list before buying from a retail outlet

Solution:

(1) Null hypothesis :

They do not have a planned list before buying from retail outlets

(2) Alternative hypothesis:

They have a planned list before buying from retail outlets [8],[ 10] ,[12]

O	$E = \frac{R.t \times C.t}{Gt}$	$[O-E]$	$[O-e]^2$	$\frac{(O-E)^2}{E}$
41	$\frac{76 \times 68}{110} = 46.98$	-5.98	35.7604	0.761
35	$\frac{76 \times 42}{110} = 29.01$	5.99	35.8801	1.236
27	$\frac{34 \times 68}{110} = 21.01$	5.99	35.8801	1.707
7	$\frac{34 \times 42}{110} = 12.98$	-5.98	35.7604	2.755
				6.459

$$\chi^2 = \sum \left[ \frac{(O - E)^2}{E} \right] = 6.459$$

Calculated value = 6.459

Degree of freedom:

$$V = [r-1] [c-1]$$

$$V = [2-1] [2-1]$$

$$V = 1 * 1 \quad V = 1$$

Table value = 3.84 (constant)

Calculated value > table value

It is not significant

So alternative hypothesis is accepted

The critical value of  $\chi^2 = 5.99$  at  $\alpha = 0.05$  and  $df = 2$ . Since the calculated value of  $\chi^2 = 6.459$  are more than critical value so the null hypothesis is rejected.

Conclusion: They have a planned list before buying from retail outlets [7],[ 9] ,[11]

B. Retail outlets offer any special discount on prices

O	$E = \frac{R.t \times C.t}{Gt}$	$[O-E]$	$[O-e]^2$	$\frac{(O-E)^2}{E}$
28	$\frac{49 \times 51}{75} = 33.32$	-5.32	27.64	0.8295
21	$\frac{49 \times 24}{75} = 15.68$	5.32	27.64	1.7627
23	$\frac{26 \times 51}{75} = 17.68$	5.32	27.64	1.5633
3	$\frac{26 \times 24}{75} = 8.32$	-5.32	27.64	3.3221
				7.4776

$$\chi^2 = \sum \left[ \frac{(O - E)^2}{E} \right] = 7.4776$$

Calculated value = 7.4776

Degree of freedom:

$$V = [r-1] [c-1]$$

$$V = [2-1] [2-1]$$

$$V = 1 * 1$$

$$V = 1$$

Table value = 3.84 (constant)

Calculated value > table value

It is not significant

So alternative hypothesis is accepted

The critical value of  $\chi^2 = 5.99$  at  $\alpha = 0.05$  and  $df = 2$ . Since the calculated value of

$\chi^2 = 7.4776$  is more than critical value so the null hypothesis is rejected. [20],[ 22], [24]

Conclusion: The retail outlets offer special discounts on prices [13], [15] ,[ 17]

### III. CONCLUSION

The research findings of this study are as follows:

People preferred to shop in retail outlets for time saving. Majority of respondents said the primary purpose to visit the retail outlets was to purchase of general products. Most of the respondents said that they visited retail outlets for weekend outing. [26],[28],[30].Majority of respondents said they visited the retail outlets thrice in a month. Majority of respondents said that definitely they had a planned list before buying from retail outlets. 10%-30% of their monthly budget they are shopping from these retail outlets. Majority of respondents said that shopping in retail outlets the monthly expenditure remains the same. Majority of respondents said that there is only small space in the retail outlets for moving around the shop. Majority of respondents said that the representative interaction in retail market is good. Majority of respondents said that discount and free gifts are intimated for them in retail outlets. Majority of respondents said that they are neutrally satisfied with the customer service department in the retail outlets. They say that retail outlets offer special discount on prices on buy one get one free offer. Majority of respondents said that they are satisfied with the billing, parking facility, product price range, product quality and quantity, delivery facility and mode of payment. [14],[ 16], [18]

The research findings fulfilled the objective of doing the empirical study. [25],[27],[29]

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