

Modern Research in Consumer Behaviour and Marketing Research

VOLUME - 1

Chief Editor

Bipasha Maity

Professor, School of Management Presidency University,
Bangalore, Karnataka, India

Scripown Publications
New Delhi

Copyright © 2023 Scripown Publications

*All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, or other electronic or mechanical methods, without the prior written permission of the publisher, except in the case of brief quotations embodied in critical reviews and certain other noncommercial uses permitted by the copyright law.
To take permissions, contact: info@scripown.com*

Chief Editor: Bipasha Maity

Edition: 1st

Publication Year: 2023

Pages: 87

ISBN: 978-93-94375-28-4

Price: ₹680/-

*Scripown Publications
2nd Floor, 304 and 305, Pocket - 4,
Sector - 22, Rohini, North West Delhi,
Delhi, 110086, India*

Contents

S. No.	Chapters	Page No.
1.	Customer Satisfaction towards Zomato <i>Dr. Mohamad Imrozuddin and Ammar Ahmed</i>	01-05
2.	Influence of Advertising on Consumer Buying Behaviour with Respect to Forever Living Products <i>Dr. Mohamad Imrozuddin and Pagunta Pooja</i>	06-09
3.	Consumer buying Behaviour in the Automobile Industry <i>Dr. Mohamad Imrozuddin and Pawan Kumar Yadav</i>	10-14
4.	A Study on Customer Satisfaction of Mahindra & Mahindra Tractors <i>Dr. Mohamad Imrozuddin and Vishnuvardhan Reddy</i>	15-17
5.	Consumer's Perception on Online Shopping for Apparel <i>Dr. Mohamad Imrozuddin and Kavita</i>	18-20
6.	Comparison of Marketing Strategies between LIC & Bajaj Allianz Life Insurance <i>Dr. Mohamad Imrozuddin and Harshita Kumari</i>	21-25
7.	Customer Satisfaction or Customer Retention: A Case of Baazar Kolkata <i>Arabinda Bhandari and Surya T</i>	26-32
8.	Factors Influencing Cosmetics Buying Behaviour among Female Customers in Bangalore City <i>Arabinda Bhandari and T. Shraddha Vete</i>	33-39
9.	Customer Satisfaction and Sales out Come: A Case of Samsung Mobiles <i>Arabinda Bhandari and Suresh A</i>	40-47

10. Analysing the Influence of Food Package in Impulsive Buying Behaviour of Consumer 48-54
Dr. Anil B Gowda and Vishal G Shetty
11. Customer Preferences using Codeyoung Company Ltd. Bengaluru City 55-62
Dr. Sunil M Rashinkar
12. Customers Satisfaction & Customer Loyalty in Choosing Codeyoung Company in Bangalore City 63-67
Dr. Pramod Kumar Pandey and Satish S
13. A Study on Consumer Behaviour towards Online Apparel Shopping 68-75
Dr. Akhila R Udupa and Sagar Nagoji
14. A Study on Customer Relationship Management at Titan Watches 76-81
Jayakrishna Udupa H and Mohammad Jheelan S
15. A Study on Student's Satisfaction on BYJUS Learning App in Bengaluru 82-87
Bipasha Maity and Akshay GG

Chapter - 1

Customer Satisfaction towards Zomato

Dr. Mohamad Imrozuddin

School of Management, Presidency University,
Bengaluru, Karnataka, India

Ammar Ahmed

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

Generally, people consume food from hotels which takes a lot of time for its delivery. The time factor will be more in case of people going to restaurants and buy foods and cost will also be more. This study is conducted to study the consumer perception towards online food ordering Zomato, how it bridges the gap between the consumer and the hotels. The factors influencing the consumers to buy through food ordering application Zomato is also identified in the study and the satisfaction derived out of the food ordering applications Zomato is also examined.

Keywords: Customer satisfaction, restaurants, product or service.

Introduction

Customer satisfaction is a term frequently used in marketing. It is a measure of how products and services supplied by a company meet or surpass customer expectation. Customer satisfaction is defined as ‘the number of customers, or percentage of total customers, whose reported experience with a firm, its products, and its services exceeds specified satisfaction goals. In researching satisfaction, firms generally ask customer whether their product or service has met or exceeded expectations. Thus, expectations are a key factor behind satisfaction. When customers have high expectations, and the reality falls short they will be disappointed and will likely rate their experience as less than satisfying. Online food ordering and delivery is a new type of business model in the current era of e-commerce and that leads to the start-ups of several online businesses. Online food ordering and delivery plays an important role in consumers, entrepreneurs, investors etc. Online food ordering and delivery is very successful because it bridges the gap between

restaurants and consumers. It is a process where a customer will search for a restaurant and filter with the available items, cuisines and they deliver by an application in the mobile phone. Online food ordering and delivery system is depended on a mobile application, and it works based on the location of the customer.

Survey of Existing Literature

Bhavya Saini (2016), “Consumer preference and attitude regarding online food products” the study emphasized that using the internet in seeking food service information was a common practice among people living in India and online interpersonal influence took a fundamental apart.

Hong Lan (2016), “Online food delivery market is immature yet, there are some obvious problems that can be seen from consumers” negative comments.

Sumathi (2017), “A study on prospective concernment towards food adjure app” the online food adjure app system will be helpful for the hotels and restaurants to increase the scope of the business by helping users to give order through online.

Research Methodology

Primary Source of Data Collection

The primary source of data collection is through questionnaire with a sample size of 50.

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Whether the Respondents Will Recommend Zomato’s Services to Others?

Particulars	Frequency	Percentage
Yes	40	80
No	10	20
Total	50	100

Source: Primary data

Interpretation: From the above figure it is found that 80% of the respondents said that they will recommend Zomato to others and 20% respondents will not recommend it to others.

2. Comparison of Zomato with other Food Delivery Companies

Particulars	Frequency	Percentage
Much better	11	22
Somewhat better	17	34
About the same	17	34
Somewhat worse	4	8
Much worse	1	2
Total	50	100

Source: Primary data

Interpretation

From the above figure we can analyse that 22% respondents found Zomato much better than other food delivery applications, 34% of the respondents found it somewhat better than other food delivery applications, 34% respondents about the same opinion compared to other applications, 8% respondents feel that Zomato somewhat worse than other applications and 2% of people found Zomato much worse than other food delivery applications.

3. Showing Reasons for Choosing Zomato

Particulars	Frequency	Percentage
Price	1	2
Quality	3	6
Special offers	25	50
Quantity	0	0
Delivery speed	10	20
Variety of foods	11	22
Total	50	100

Source: Primary data

Interpretation

From the above figure it is found that 2% respondents chose Zomato due to its product price, 6% respondents due to its quality, 50% due to special offers, and 20% due to its delivery speed, 22% due to variety of foods that

they are providing and no respondents considering quantity for choosing Zomato.

4. Showing How Long the Respondents Have Been Using Zomato's Services

Duration	Frequency	Percentage
Less than 1 year	20	40
1-2 years	14	28
2-3 years	12	24
More than 3 years	4	8
Total	50	100

Source: Primary data

Interpretation: From the above figure it is found that 40% of respondents started using Zomato in less than a year, 28% respondents started using it for 1-2 year, 24% respondents started using it for 2-3 years and 8% respondents have been using it for more than 3 years.

Conclusion

The study helped in identifying the factors which influenced the customers for choosing Zomato. On analysing the customer satisfaction on Zomato, can be concluded that the company must focus on building positive image regarding the product on customer's mind. Customer's expectation about Zomato was surpassed and most of the customers are satisfied in every means. The customers who had several expectations before using Zomato had more satisfaction after making purchases. Comparing with other variables customers are more satisfied on the delivery speed of Zomato. The company should focus on providing food items in considerable quality and quantity, it should also focus on undertaking more promotional activities through more mediums finally, and we can conclude that many customers are satisfied with Zomato.

Suggestions for Further Research

Further research can be to study the impact of adoption of electric vehicles in making progress in its efforts with around 4,500 active EV based delivery partners and around 18 per cent of orders delivered on bicycles as of March 2022.

References

1. Sheryl E. Kimes Ph.D. “Customer Perceptions of Electronic Food Ordering”, Cornell Hospitality Report. 2011;11(10):6-15.
2. Varsha Chavan, Priya Jadhav, Snehal Korade, Priyanka Teli. “Implementing Customizable Online Food Ordering System using web based application @, International Journal of ^[6] “Pizza Hut Tells Twitter It Made The First Online Sale In 1994” Huffingtonpost.com. 2015.
3. Serhat Murat Alagoz, Haluk Hekimoglu. A study on Tam: Analysis of Customer Attitudes in Online Food Ordering System, Procedia – Social and Behavioral Sciences. 2012;62:1138-1143. IISN 1877- 0428.
4. Leong Wai Hong. “Food Ordering System Using Mobile Phone”, A report submitted to BIS (Hons) Information Systems Engineering. Faculty of Information and Communication Technology (Perak Campus), UTAR, 2016.
5. Jyotishman Das. Consumer Perception Towards „Online Food Ordering and Delivery Services“: An Empirical Study, Journal of Management. 2018;5(5):155-163.
6. Sumathy N, Josephin S. “A Study On Prospect Concernment Towards Food Adjure App”, International Journal of Advance Research and Innovative Ideas in Education. 2017;3(2):4905-4910.
7. Hong Lan, Li Yanan, Wang Shuhua. “Improvement of Online Food Delivery Service Based on Consumers Negative Comments”, Canadian Social Science. 2016;12(5):84-88.
8. Bagla Ramesh, Khan Jasmine. Customers' Expectations and Satisfaction with Online Food Ordering Portals, 2017.

Chapter - 2

Influence of Advertising on Consumer Buying Behaviour with Respect to Forever Living Products

Dr. Mohamad Imrozuddin

School of Management, Presidency University,
Bengaluru, Karnataka, India

Pagunta Pooja

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

This study aimed to ascertain the influence of advertising on consumer buying behaviour by specializing in Forever Living cosmetics products. Specifically, the study aimed to spot media of advertising want to advertise Forever Living Products determine ways during which advertisement influence purchasing behaviour and establish how different advertisements influence consumer's behaviour. Both, primary and secondary data collection methods were accustomed collect data. Primary data were collected with the employment of questionnaires and interview guides, additionally as personal observation. Secondary data collection involved the perusal of assorted documents. From the findings of the study, the researcher concludes that advertising plays a really significant role in influencing consumers buying behaviour by providing attracting their attention, arousing their interest, creating desire to get the products. Advertisements employed by Forever Living to push cosmetics products influences consumer buying behaviour by providing them with information about product benefits, price, quality, ingredients (materials of which the merchandise is created of), quality, product quantity, product testimonial, product packaging, product name and merchandise colour. Language plays a very important role in advertising create advertisements that reflect the local situation and make sure that advertisements should convey direct information about the merchandise instead of to showing glamour and exaggeration. Also, advertisements should offer more information about the advantages of the merchandise.

Keywords: Consumer Buying Behaviour, advertisements, purchasing behaviour, packaging.

Introduction

Life is uncertain and full of risks, some risks are avoidable and others are inevitable and as human beings we always seek protection from such risks. But premature death and specially in case when you are the only bread-winner of your family and have dependents it could have devastating impact for them in terms of emotional and financial term as well. Buying life insurance is the answer and one of the most important financial decisions that can secure the financial future of the loved ones and family in that unfortunate and untimely demise of the bread-winner. It is the most secure ways to protect the family or any dependents against financial contingency. It is based on the concept that people who are exposed to similar kind of risks join together, pool their resources to meet the financial loss and consequences of the unfortunate ones that's the basic purpose of it. Life insurance plans offer coverage against unfortunate events like death or disability of the policyholder. Under this plan insurer assures to the policyholder's family or the nominee to pay certain amount of money during policy term. It is an agreement between an insurance company and the policy-holder which promises the policyholder to provide certain amount of money to the nominee in case of any unfortunate event happen to the policyholder. They can get the other benefits if the contract mention contingencies such as terminal illness or critical illness even the funeral expense if it is defined in the contract. Besides, all these benefits life insurance scheme under Section 80C Income Tax Act, 1961 provides several tax benefits to the policyholder.

Survey of Existing Literature

(Ahmed and Ashfaq, 2013) conducted a study to clarify the impact of advertising on consumers' buying behaviour on purchasing cosmetics products. In the study they have found that 41% were influenced by quality, 39% influenced by advertisement while 20% influenced by information provided by advertisement. Olomofe, 2010 on the factors which influence purchasing decision by Nigerian women with relevance cosmetics found that 54% were influenced by celebrity endorsements, 14% were influenced by the price of the merchandise, 12% were influenced by the packaging of the merchandise while 10% were influenced by the testimonials see in Television advertisements. Kimathi, 2013 on factors that influence the acquisition decision by Kenyan women when buying cosmetics and sweetness products, about 44% of the full respondents said that their desire to buy for product considerably which they see in advertising, 36 is alleged they were influenced by the packaging of the merchandise, 17% of respondents were influenced by product price while 3% were influenced by quantity.

Research Methodology

Primary Data collection: In the study survey method was used to collect the primary data. Through structured questionnaire the primary data was collected. Sample size is 100.

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Advertising attracts attention on forever living cosmetics products 38% of respondents strongly agree that advertising influences consumer buying behaviour by attracting attention to Forever Living cosmetic products while 36% agree, 18% disagree and eight of respondents strongly disagree. The respondents were of the opinion that advertising enables consumers to search out various information about the cosmetics products including where the product was made, ingredients of the products, quality of the products and the advantages of using the merchandise.
2. Main types of advertising used by forever living are event and word of mouth (both 72%) magazine advertising (69%) (Specifically, the Forever Living cosmetics business). The objective was to find out whether the influence of advertising on consumer buying behaviour is determined by the experience of customers with the products. Facebook advertising (54%), DVD advertising (46%), trade fair advertising (24%), event advertising (18%), T Shirt and Website advertising (both 14%) moreover as display advertising. These findings show that among the numerous styles of advertising used for promoting Forever Living cosmetics products, word of mouth and events are the foremost preferred.
3. 58% of respondents strongly agree that advertising influences consumer buying behaviour by creating desire for Forever Living cosmetic products while 26% of respondents agree, 8% of respondents disagree and eight of respondents strongly disagree

Conclusion

From the findings of the study, the researcher concludes that advertising plays an awfully significant role in influencing consumers buying behaviour by providing attracting their attention, arousing their interest, creating desire

for the merchandise and eventually 60 make them arrange to purchase the products. These findings are compatible to the AIDA advertising model which was employed within the study. During the study I have found various advertising strategies like event advertising, word of mouth, magazine advertising, Facebook advertising digital display ads, social media ads, influencer ads.

Suggestions for Further Research

Further research can be focussed on the areas such as on more user-oriented privacy settings and cookieless advertising.

References

1. Alfred Marshal. Principles of Economics. 9th ed. 2 vols. New York and London: Macmillan. The eighth edition, 1890.
2. Alfred Marshall. Industry and Trade: A Study of Industrial Technique and Business Organization, and of Their Influences on the Conditions of Various Classes and Nations. London: Macmillan, 1919.
3. Alfred Marshal. Principles of Economics. 9th ed. 2 vols. New York and London: Macmillan. The eighth edition, 1890.
4. Alfred Marshall. Industry and Trade: A Study of Industrial Technique and Business Organization, and of Their Influences on the Conditions of Various Classes and Nations. London: Macmillan, 1919.
5. Ahmed, Ashfaq. Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement. *Global Media Journal: Pakistan Edition*. 2013;6(2):2.
6. Abideen, Zain-Ul, Waqas Farooq, Abdul Latif. "How urban children process advertising message: special reference to television advertising in Pakistan." *African Journal of Business Management*, 2011, 3962-3974.
7. Ahmed, Ashfaq. Impact of Advertising on Consumers' buying behavior through Persuasiveness, Brand Image, and Celebrity endorsement. *Global Media Journal: Pakistan Edition*. 2013;6(2):2.
8. Abideen, Zain-Ul, Waqas Farooq, Abdul Latif. "How urban children process advertising message: special reference to television advertising in Pakistan." *African Journal of Business Management*, 2011, 3962-3974.

Chapter - 3

Consumer buying Behaviour in the Automobile Industry

Dr. Mohamad Imrozuddin

School of Management, Presidency University,
Bengaluru, Karnataka, India

Pawan Kumar Yadav

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

The automobile business is one of the most rapidly growing and profit-generating industries. The sales of traveller automobiles have increased dramatically as a result of the increased availability of extra cash and uncomplicated accounts. Fresh firms are entering the industry with their new advances to lure in the expected consumers on the lookout as the competitors increase step by step. Client purchase behaviour might be targeted by learning about their perceptions of automobiles on the market. In essence, it is vital to understand what the client requires and what is being served. When a customer is satisfied with an item or service, he makes a verbal trade for that item or service to a future client.

Keywords: Automobile industry, purchase behaviour, safety,

Introduction

Two-wheelers, trucks, automobiles, buses, and three-wheelers are all part of the Indian automobile sector, which contributes significantly to the country's economic prosperity. India has overtaken Japan, South Korea, and Thailand as Asia's fourth largest exporter of autos. By 2050, the country is predicted to be the world's largest auto market, with over 611 million vehicles on the roads. The number of products and services produced, which provide transportation capacity and drive car sales, is a measure of this industry's economic growth. The need for various raw materials, including as steel, rubber, plastics, glass, paint, electronics, and services, has increased dramatically as a result of the massive expansion in automotive manufacturing. Testing infrastructure in the country is being upgraded to fulfil the concurrent testing and certification operations linked to increased safety

and emission regulations. With industry engagement, a substantial amount of public investment is being planned for modernising the testing infrastructure.

Survey of Existing Literature

According to (Shen, 1997), population expansion and rising living standards are the primary drivers of an increase in the number of vehicles in cities. According to the findings of (Monga *et al.* 2012), an increase in discretionary income was a contributing factor in the purchase of an automobile. Growing family demands and increasing family size were also mentioned as additional reasons for purchasing a car in their research.

Rahul Singh and Shiny Raizada (2020) investigated the consumer behaviour, reasoning, and usage habits of people who purchased a mid-priced SUV in the 10 months preceding the Pandemic era or plan to purchase one in the next 10 months during the Pandemic period. The study examines four important factors: media consumption, unaided memory, brand preferences, and price perception and decision-making.

Tejaswi Vellampalli (2017) investigated the elements impacting Hyundai Passenger Car customers' post-purchase behaviour in order to better understand satisfaction levels and their influences. The author looked at the factors that influence car customers' post-purchase behaviour.

Kusuma P (2015) performed research in the state of Karnataka to determine the factors that impact passenger automobile owners' purchasing behaviours. The researcher also created a theoretical model that influences consumer purchasing habits for passenger automobiles, allowing for more study to be conducted using the theoretical model he created.

In Delhi NCR, Arpita Srivastava and Mitu Matta (2014) investigated customer behaviour toward passenger automobiles. The study concentrated on essential behavioural characteristics such as information gathering and appraisal, brand choice and loyalty, and motivational variables. According to the findings, while producing goods to fulfil consumer wants and devising marketing plans and strategies, vehicle makers must understand the variables that increase customer happiness.

Research Methodology

Primary Data Collection: In the study survey method was used to collect the primary data. Through structured questionnaire the primary data was collected. The sample size is 38.

Secondary Source of Data Collection

The secondary source of data collected through various case study,

journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Showing the Data of Brand Preference

Which brand do you prefer?	Occupation?				Grand Total
	Businessman	Others	Student	Working professional	
Honda			2		2
Hyundai	1		1	8	10
Innova	1				1
Innova crista				1	1
KIA			1	4	5
Mahindra	4		1	1	6
Maruti Suzuki	4	1	2	6	13
Grand Total	10	1	7	20	38

Interpretation: As per the data analysis, 34.2% people prefer the Maruti Suzuki brand because it is under the budget.

2. Reason behind the First Purchase

What is the reason behind the first purchase of your car?	Occupation?				Grand Total
	Businessman	Others	Student	Working professional	
Better safety at roads				3	3
Family needs	7	1	1	7	16
Others			1		1
Suits your lifestyle and personality	3		5	10	18
Grand Total	10	1	7	20	38

Source: Primary Data

Interpretation: As per the data analysis, we get to know that most of the people purchases car because it suits their lifestyle and personality and they are (3) businessman, (5) students, (10) working professional.

3. Data of Customer Satisfaction

Gender	How much you satisfied with the Indian automobile industry?					Grand Total
	1	2	3	4	5	

Female		1	1	4	5	11
Male		1	2	8	14	27
Grand Total		1	1	3	12	19
						38

Source: Primary Data

Interpretation: As per the data analysis, we get to know that (71%) of the male population are satisfied with the automobile industry.

Conclusion

Consumer behaviour is critical for both prior and subsequent purchasing choices. Without a thorough grasp of consumer behaviour, it is impossible to succeed in today's tough and competitive market. A promoter's grasp of the purchasers allows them to make forward- thinking judgments that are appropriate for their clients' demands. According to the findings, there are many primary groups of consumer behaviour determinants and expectations, including demographic, socioeconomic, product, and technological factors. Vehicle manufacturers will be able to change their procedures in response to client behaviour if buyer behaviour is further factored into these classes. Purchaser dynamics are influenced by aspects such as product quality, performance, and eco- friendliness. These are the primary factors that a manufacturer should consider while developing a strategy in this industry.

Suggestions for Further Research

Further research can be focussed on the areas such as distribution of products and customer satisfaction that will ultimately leads to meet the organizational objectives.

References

1. Kenworthy JR, Laube FB. Patterns of automobile dependence in cities: An international overview of key physical and economic dimensions with some implications for urban policy. *Transportation Research*. 1999;33:691-723.
2. Berry S, Levinsohn J, Pakes A. Automobile prices in market equilibrium. *Econometrica*. 1995;63(4):841-890.
3. Zeithaml VA. Consumer perceptions of price, quality, and value: A meansend model and synthesis of evidence. *Journal of Marketing*. 1988;52(3):2-22.
4. Kaushal SK. Confirmatory factor analysis: An empirical study of the fourwheeler car buyer's purchasing behaviour. *International Journal on Global Business Management and Research*. 2014;2(2):90-104.

5. Srivastava A, Matta M. Consumer behaviour towards passenger cars: A study in Delhi NCR. *Global Journal of Finance and Management*. 2014;6(6):589-598.
6. Tapas Piplai. "Automobile Industry: Shifting strategic focus", *Economic and Political weekly*. 2001;36 (30):2892.

Websites

1. <https://www.researchgate.net/>
2. <https://www.academia.edu/>
3. <https://www.marketing91.com/>
4. <https://docs.google.com/forms>
5. <http://www.iosrjournals.org>

Chapter - 4

A Study on Customer Satisfaction of Mahindra & Mahindra Tractors

Dr. Mohamad Imrozuddin

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Vishnuvardhan Reddy

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

The need for the customer satisfaction is necessary for all business or small. The satisfaction of the customer is an important task. No matter what type of business operators customer are needed customers are vital for the success of the business. The quality of the customers services at any point can affect their overall relationship a customer has with the company. Customers have excellent marketing and communication can harm their sales though poorly executed customer service. Customers are who can make a business successful. In today's competitive market, the need of a customer plays an important role in business, so customer satisfaction is the important task and makes the loyal customers towards the product is a great challenge in every company.

Keywords: Customer Satisfaction, communication, buyer behaviour.

Introduction

Customer satisfaction is a central concept in modern marketing. Realization of its importance has led to a proliferation of research on the subject over the past few decades. Customer satisfaction with a product or service refers to the favorability of the individual's subjective evaluation of the various outcomes and experiences associated with using or consuming the product or service. According to the theories of buyer behaviour, the evaluation is based on the cognitive process in which consumers compare their prior expectation of product outcomes (e.g. product performance and other important attributes) to those actually obtained from the product. The extent to which the expectations are realized is assumed to be directly related to the

level of satisfaction experienced. If actual product outcomes meet or exceed those expectations, it results in satisfaction. If, however, product outcomes are judged below expectation, dissatisfaction occurs. Swan and combs (1976) have provided empirical support for these propositions. This view of customer satisfaction or dissatisfaction has been conceptualized as the confirmation or disconfirmation paradigm and has been widely accepted as the process by which develop feelings of satisfaction or dissatisfaction.

Survey of Existing Literature

Murthy (1999) determined that a mean farmer reveals paintings for his tractor for less than 400 hours in a year as towards the norm of 1000 hours advocated by using bankers to get better the constant funding fee. Further, out of those four hundred hours, much less than 300 hours are committed to advertising of produce and purchase of inputs, customs hiring and social sports. Raghuram (2000) ICRA stated in his look at that the tractor marketplace phase can be in terms of the strength configuration. In India there are 5 categories primarily based at the engine horsepower (HP) – underneath 20 HP, 21-30 HP, 31-40 HP, 41-50 HP and over fifty one HP of these five sub phase inside the industry, extra than 55% of the overall sales have been accounted for the 31-forty HP segment in 2000.

Research Methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Many consumers use 275 DI Mahindra Tractors
2. Age group between 30 and 40 use the tractors more
3. Most of the people are satisfied with the low maintenance cost and After Sales Service and fuel consumption, safety, comfort and design.
4. Large number of users are aware of Power steering.

Conclusion

“Farmers are now buying tractor basis their application or usage. Since majority of India’s farmers have landholdings below 2-3 hectares – the segment of 40-50 HP tractors witnesses’ high traction. This segment of tractors falls in the compact & standard segment, ideal for ploughing and

tilling work. Tractors in 40-50 HP segment are most suited for diverse non-agri applications. Thereby allowing a farmer to diversify their income sources, and providing the highest value for money.”

Suggestions for Further Research

Further research will be focussed on customer service that will be increasingly driven by technology innovations. Ideally, these new technologies will improve customer and agent experiences, along with business metrics like revenue, operational costs and customer ratings.

References

1. Swan JE, Combs LJ. Product performance and consumer satisfaction: A new concept. *Journal of Marketing*. 1976;40(2):25-33.
2. Oliver Richard L, Robert Westbrook A. “The Factor Structure of Satisfaction and Related Postpurchase Measures,” in *New Findings on Consumer Satisfaction and Complaining*, Ralph L. Day, 1982.
3. Herzberg F, Mausner B, Snyderman B. *The Motivation to Work*. 2nd Edition, John Wiley & Sons Inc., New York. 1959;20:141-147.
4. Kotler Philip. *Marketing Management New Delhi*, Prentice Hall of India Private Limited., Eleventh edition, 2012.
5. Kothari CR. *Research Methodology*, New Deihi, Wishwa Prakash Seventh edition, 2018.
6. Dr. Sharma DD. *Marketing Research*, New Delhi, Sultan Chand and Sons, Fourth edition, 2007.
7. Schiffman Leon. *Consumer Behaviour*, New Delhi, Prentice Hall of India.
8. Dr. Varma Agarwal. *Marketing Research*, New Delhi, Forward Book Depot, 1998.
9. <https://www.financialexpress.com/express-mobility/tractors-in-the-40-50-hp-range-most-demanded-in-india-mahindra-575-tops-the-list/2759908/>

Chapter - 5

Consumer's Perception on Online Shopping for Apparel

Dr. Mohamad Imrozuddin

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Kavita

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

Online shopping is the process of buying goods and services from merchants who sell on the Internet. Since the emergence of the World Wide Web, merchants have sought to sell their products to people who surf the Internet. Shoppers can visit web stores from the comfort of their homes and shop as they sit in front of the computer. Now a day, online shopping has become popular among people, they have become techno savvy and feel very comfortable in using internet. So online shopping has becoming a trend that is why it is necessary to make a study on online shopping usage and perception.

Keywords: Online Shopping, comfort, internet, protection.

Introduction

Clothing is one of the basic needs of humans. People wear different clothes for different occasions, from daily comfortable clothes to formal clothes vary according to the needs and the one's preference. Clothes serve multiple functions, such as protection from the environment or hazard, providing a barrier from cold or heat and from possible toxic materials, and to improve the ease of the wearer in doing their daily activities. Beside its functionality clothing, clothes might also serve as an expression of personal taste, character, and style to the world. People used to shop the traditional way at retail shops or boutiques to get their clothing. With the development and improvement of technology and the internet, all kinds of products are available for purchase online, which has become a new way of shopping for people across the world. Online purchasing behavior is the act in which consumers pay for goods over the Internet. Many consumers are hesitant to buy online, and more than half abandon their selections before payment occurs. For

apparel purchases, this fear of purchasing may be related to many factors, including perceived financial or product risk. However, due to convenience, good price, and product variety, consumers use the Internet for product purchasing as well as information search. This research intends to discover how innovativeness of the consumer is related to information search and purchasing behavior. Customers' attitude toward online shopping for services depends on familiarity with the service provider and customers' experience with the Internet. Customers' attitudes toward online shopping is not only affected by ease of use, usefulness, and enjoyment, but also by external factors like customer personality, situational factors, product uniqueness, earlier online shopping experiences, and confidence in online shopping. Customers' approach toward online shopping is strongly associated with Internet acceptance. The perceived ease of use and perceived usefulness determine customers' attitudes toward online shopping; however, perceived usefulness did not affect user acceptance of online shopping models.

Survey of Existing Literature

TAM (Technology Acceptance Model) has been applied to measure the impact of perceived web-security, perceived privacy, perceived usefulness and perceived ease of use on online transaction intentions (Teck, 2002). Soonyong Bae, Taesik Lee (2010) found that the effect of online consumer reviews on purchase intention is stronger for females than males. Isaac J. Gabriel (2007) studied online consumers' risk perceptions and will reveal a "cognitive map" of their attitudes and perceptions to online risks map" of their attitudes and perceptions to online risks.

Research Methodology

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

Most of the consumers go online for better deals and variety of choices.

Working people prefer for time saving, convenience, fashion and trends etc.

Cash on delivery system has been chosen more by the consumers.

Sites that offer cashback and discount coupons have emerged, helping the retailers to add customers and widen their market.

Everyday people are looking for new trends in dressing. All over the world people are spending millions of rupees on clothing sites in a bid to look stylish and admirable. So the marketers are also giving more offers and discounts to attract customers through their websites.

Conclusion

Everyday people are looking for new trends in dressing. All over the world people are spending millions of rupees on clothing sites in a bid to look stylish and admirable. So the marketers are also giving more offers and discounts to attract customers through their websites. Amazon is the number one website that captures the youngsters mind. There are various mode of payment systems are available for the customers to make their job convenient and the due to the cash on delivery system the online retailers emerging rapidly now-a-days. Ease of buy, convenience and time saving are the main factors youngsters are preferring online buying for apparels.

Suggestions for Further Research

Further research can be done on delivery drones, quantity and speed of technological advancements and digital transformation of society, omni-channel experience and mobile experience.

References

1. Sharma Mittal. Prospects of ecommerce in India, Asian Journal of management and research. 2009;3(2):396-408.
2. Kim, Park. Research paper, 1991.
3. Solomon. A study of factors affecting online shopping behavior of consumers, International Journal of Scientific and Research Publications. 1998;3(6):201-212.
4. Kotler P, Armstrong G. Marketing Management (5th Ed.), Prentice-Hall: Pearson, 2000.

Chapter - 6

Comparison of Marketing Strategies between LIC & Bajaj Allianz Life Insurance

Dr. Mohamad Imrozuddin

School of Management, Presidency University,
Bengaluru, Karnataka, India

Harshita Kumari

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

Life is uncertain and full of risks, some risks are avoidable and others are inevitable and as human beings we always seek protection from such risks. But premature death and specially in case when you are the only bread-winner of your family and have dependents it could have devastating impact for them in terms of emotional and financial term as well. The need of the paper is to analyse the marketing strategy of public and private insurance company in India. Selling which include promotion, advertising for financial products and services such as insurance policy and schemes are far more complex than selling any consumer goods such as electronics, automobiles, packaged food etc.

Keywords: Marketing strategies, automobiles, packaged food, risks.

Introduction

Life is uncertain and full of risks, some risks are avoidable and others are inevitable and as human beings we always seek protection from such risks. But premature death and specially in case when you are the only bread-winner of your family and have dependents it could have devastating impact for them in terms of emotional and financial term as well. Buying life insurance is the answer and one of the most important financial decisions that can secure the financial future of the loved ones and family in that unfortunate and untimely demise of the bread- winner. It is the most secure ways to protect the family or any dependents against financial contingency. It is based on the concept that people who are exposed to similar kind of risks join together, pool their resources to meet the financial loss and consequences of the unfortunate ones

that's the basic purpose of it. Life insurance plans offer coverage against unfortunate events like death or disability of the policyholder. Under this plan insurer assures to the policyholder's family or the nominee to pay certain amount of money during policy term. It is an agreement between an insurance company and the policy-holder which promises the policyholder to provide certain amount of money to the nominee in case of any unfortunate event happen to the policyholder. They can get the other benefits if the contract mention contingencies such as terminal illness or critical illness even the funeral expense if it is defined in the contract. Besides, all these benefits life insurance scheme under Section 80C Income Tax Act, 1961 provides several tax benefits to the policyholder.

Survey of Existing Literature

Andreson & Brown (2005) point out the concept of pooling of resources by the population who are exposed to same kind of risk to help the few unfortunate ones. So to help the insurer financially from calamities and unpredictable death the insurance industry has grown enormously while providing various types of insurance schemes and policies to the customer.

Research Methodology

Primary Data collection: In the study survey method was used to collect the primary data. Through structured questionnaire the primary data was collected.

Secondary Source of Data Collection

The secondary source of data collected through various case study, journals, publications, newspapers and selective websites which was already done by other individuals and researchers.

Findings

1. Insurance Companies that the Respondents Prefer

Insurance Company	Respondents	Percentage
LIC	35	35
Bajaj Allianz	28	28
ICICI Prudential	25	25
HDFC	12	12
Total	100	100

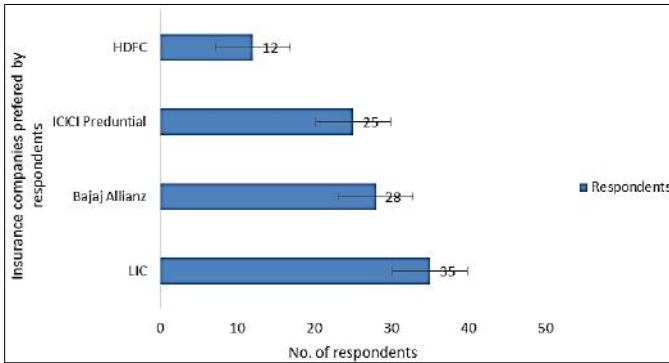


Fig 1: Insurance companies that the respondent prefer

Inference

35% of the respondents would like to invest in LIC.

28% of the respondents would like to invest in Bajaj Allianz.

25% of the respondents would like to invest in ICICI.

12% of the respondents would like to invest in HDFC.

Table 2: Media through which respondents became aware about the insurance companies

Media	Respondents	Percentages
Newspaper	22	22
Television	55	55
Radio	14	14
Hoardings	09	09
Total	100	100

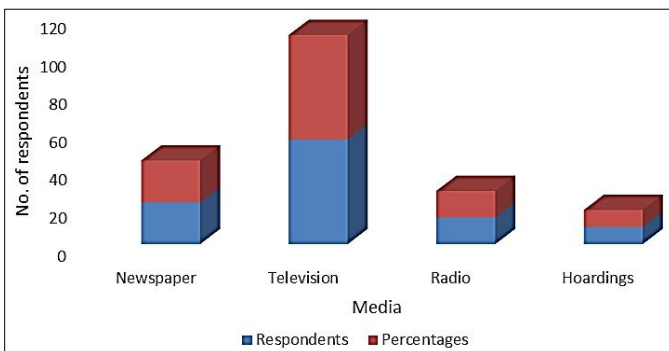


Fig 2: Media through which respondents became aware about the insurance companies

Inference

22% of the respondents are aware through newspaper.

55% of the respondents are aware through television.

14% of the respondents are aware through radio.

09% of the respondents are aware through hoardings.

Table 3: Forms through which respondents came to know about various insurance plans.

Sources	Respondents	Percentages
Insurance Consultants	34	34
Friends & Relatives	16	16
Advertisement	26	26
Newspaper	19	19
Others	05	05
Total	100	100

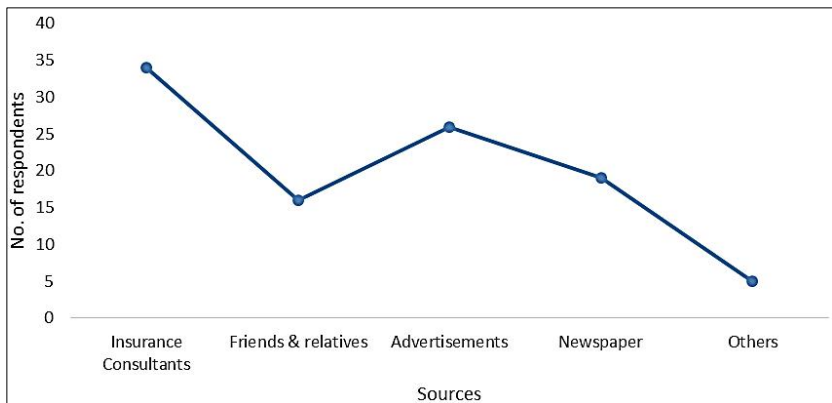


Fig 3: Forms through which respondents came to know about various insurance plans

Inference

34% of the respondents came to know about various plans through insurance consultants.

16% of the respondents came to know about different plans through friends and relatives.

26% of the respondents came to know about various plans through advertisements.

19% of the respondents came to know about plans through newspaper.

05% of the respondents came to know about plans through others sources.

Conclusion

The study has helped to understand and analyse 7ps of the life insurance companies that's main aim to lead customer satisfaction. Keeping this in mind the public (LIC) and private (Bajaj Allianz Life Insurance) marketing strategies has been compared. The study concludes that among the customers the product awareness differs between LIC and Bajaj Allianz. The promotional and distribution strategies of both the companies are almost same. But for motive behind purchasing decision and the factors that influence it are different for both LIC and Bajaj Allianz subscribers.

Suggestions for Further Research

Further research can be focussed on the areas such as distribution of products and customer satisfaction that will ultimately leads to meet the organizational objectives.

References

1. Ajith Ranade, Rajeev Ahuja. Life Insurance in India, Economic and Political Weekly. 1999;34:203-205.
2. Anjusha Tiwari, Babita Yadav. Analytical Study on Indian Life Insurance Industry in Post Liberalization, International Journal of Social Science Tomorrow. 2012;1(2):1-10.
3. Apparao Machiraju. A Specialized Approach Selling Life Policies in Rural Areas, IRDA Journal. 2003, pp.22-27.
4. Jagendra Kumar. Life Insurance Industry- Past, Present and the Future, Bimaguest. 2008;v(1):41-55.
5. Jagendra Kumar. Bancassurance: Channel has under Delivered, Life Insurance Today. 2011;Vii(7):9-14.
6. LIC. Professional Life Insurance Marketing, Life Insurance Today. 2011;V(8):27-28.
7. Agarwala AN. Life Insurance in India: A Historical and Analytical Study, Allahabad Law Journal Press, Allahabad, 1961.
8. Appi, Reddy V. Marketing of Life Insurance Services, Print Well Publishers, Jaipur, 1998.
9. Avadhani VA. Marketing of Financial Services, Himalaya Publishing House, Mumbai, 2008.

Chapter - 7

Customer Satisfaction or Customer Retention: A Case of Bazaar Kolkata

Dr. Arabinda Bhandari

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Surya T

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

To find the customer satisfaction for the services provided by the Bazaar Kolkata, we have chosen descriptive methods for research and collected the data from 100 respondents in Bangalore City based on random sampling technique. Result analysis shows that majority of the customers were satisfied with the standard in the services provided by the Bazaar Kolkata. In this study we have identified the level of satisfaction of the customer who are visiting Bazaar Kolkata on a regular interval. We suggest some way forward to improve the satisfaction of the customers and customer engagement activities to enhance the customer retention and loyalty.

Keywords: Customer Satisfaction, products, opportunity, multi brands.

Introduction

Indian retail sectors are divided into 2 parts, such as organized sector and unorganized sector retail stores. Recently, the organized sectors are moving forward speedily. The retail sectors are trying to make different in the lifestyle of the Indian consumers. At present time Indian consumers are completely informed about the quality of products and services. Till 2012, the Indian Govt. did not accept FDI on retail multi brands, any ownership in supermarket and also 51% limited ownership on single brand retail outlets. But in January 2012, Indian Govt. decided to give opportunity to a single brand retailer, they owned at 100% ownership, but they should 30% source from India and providing employment opportunities in India. In November 2012, the Indian Govt. decided retail reform to liberalizing the condition for multi brands and single brand store. This way MNC entered towards Indian retail market. Like

Wall-mart, Carrefour and Tesco. Same way the single brand also investing more in Indian retail store which are IKEA, Nike, and Apples etc. Currently the Indian retail sector is growing positively. According to retail sector, 12 core and also annual growing rate of retail sector is 5.7%. Majorly food and grocery retail stores contributing 7.439 core per annum of world highest retail in India only. Indian retail contributing more for GDP compared to other countries and that is India 10%, USA 10%, China 8% and Brazil 6%. Indian retail sector working favorably to the customers, we can see some favoring works. Indian retail sectors boosted the purchasing capability of consumers along with the per capital income.

Organized retail sector in India is growing at a significant level; there are many different format of organized retail outlet operation in India. Some of the significant organized retail format description are given below.

Specialty stores it is a single brand stores which providing the best services to the customers. Reebok and Manchester United stores are the example. Convenience stores it is located in the residential areas, customers can buy immediately and that is why that quite of high price and quality of products. Like Reliance Fresh. Departmental stores it is carrying varieties of product and wide range of assortments at lower prices than other stores to customers. Example is Food World. Discount stores they sell huge amount of products but less than actual rate. In this stores gives the preferences to the manufacture brands. Example is the Loot. Hypermarket it is located at fixed area and providing variety of products at affordable prices to consumers and providing best services to the consumers and carrying of consumers. Supermarket it is selling mainly grocery and non-food products. Example is Spar. Malls it is located mainly in big cities and consisting high quality products. It is providing products, food and entertainment in single outlet. Example is Mantri Mall.

Survey of Existing Literature

According to Richard Oliver (1995) “customer satisfaction is nothing but customer’s response of fulfillment. Satisfaction is a judgment about any service feature or about the service itself which provides a level of pleasure for consumption- related fulfillment”. Customer satisfaction is evaluation of any service by the customer in terms of need, demand and its fulfillment by the service provider. It is also useful for understanding the customer, knowing their expectations, awareness about the service and organization and also idea about how to satisfy the customer and what are the strategies used for this. Das Prasun (2009) examined in this study that any effort which has been taken for

finding a pleasure of customers while buying of services related to any sector is based on the customers. An article on satisfaction of customer's looks twisty as well as it covers various segments which are accounting, management and marketing, etc. he said that customers satisfaction is related to all the functions and it also depends upon the employee's performance. Customer satisfactions one of the best methods of attracting customer by providing better service to the customers so that they become loyal towards the service provider. Iacobucci (1994) examined and explained the precise and easy definition of services standards and customer pleasure and happiness. He said that all the service standards will never be misled by the satisfaction of customer, while the pleasure is profitable result of giving better advantage. Here, there's a huge difference between service standards and customer happiness. But many customers think that it is same. Actually, service quality is a factor which will influence a customer for their satisfaction like that there are many factors which employee performance are, behavior of the employee, price, etc. These all the factors will lead to the customer satisfaction. So that customer will be happy and be brand loyal. Sulek (1995) examined that the customer satisfaction positively profitably affects the services. It means the demand of the service will be increase day by day. It also said that customers are brand loyal and if they satisfy then they avail the services whether the service charges are high. Customer satisfaction is very profitable for any organization to increase their sales, income, revenue and customer base. So Sulek call it as positively affects the sales of services perception of an act at the time and later consuming experience. Customer satisfaction is all about result which a customer feels and he/she replies to someone after availing any service facilities. Atkinson (1988) examined that cleanliness, security, value for money and courtesy of staff determine customer satisfaction. These all are main factors which will help a customer to become satisfied and then analyze the service in later point of time. Labagh and Barsky (1992) studied that employee' attitude, store location and facilities are the factors which influence the customer satisfaction in service center of automobile industry. Choi and Chu (2001) studied that staff efficiency, machines and the brand value are the top three factors that determine customer satisfaction in retail services. Anderson (2004) examined that there is a positive integration between satisfaction of the customer at store level. Customer satisfaction is the best way which will enhance the financial performances, profitability of the company and number of customers who will directly or indirectly increases the revenue of the company. Customer satisfaction also says that if any company has large number of satisfied customers based then the company is the market leader because their quality services, standard services at low price.

Babakus (2008), examined that if service quality is linked to the customer satisfaction within service providing firm and found that service quality has a significant impact on the profit of the firm. It means quality of service directly impact on the profit of the firm or services quality leads to the customer satisfaction and it increases the profit of the organization or firm. Cardozo's (1965) examined that the customer satisfaction has been very popular topic in marketing study and academic research and initial study is all about customer effort, expectations and satisfactions. A customer is satisfied when several factors are included in the service like service quality, awareness of customer, employee performance and also some efforts will be to put by customer, expectation by the customer is not very high so that it will be fulfilled easily by maintaining some quality and standard. Oliver (1980) examined that pleasure of customer is only an outcome of the evaluation course which contrast pre-purchased expectation with the customer satisfaction as well as cleanliness and the services at time also leads to satisfaction of customer. Knutson (1988) examined that room cleanliness and comfort, convenience of location, prompt service, safety and security and friendliness of employees are important to satisfy the customer. These are the determinants of customer satisfaction, if these all will be included in any service then there is no dissatisfaction. Hunt (1977) examined that customer satisfaction has also been defined as "an evaluation rendered that the (consumption) experience was at least as good as it was supposed to be." Past experience is also a factor which helps any marketer to satisfy the customer easily. Larcker and Ittner (1998) studied that empiric proof by many customers, business and help to measure various financial performances (which includes revenues, revenue changes, margin sales return, equities market value and the current earning) all are directly related with the satisfaction of customers. It means if a customer is satisfied then it directly impacts on the revenue, profit, sales return, etc. Dinesh kumar, P. Vikkraman (2012) studied that satisfaction of customers are largely remembered as the main component for attracting the customers for the post purchase behavior. The customers who are satisfied are use to say to other people about their positive experience and then engaged in word of mouth advertising for positive sense. Word of mouth is the best way of marketing because an experienced customer is attached in such activity. DR. T N R. Kavitha, Mr. R Mohana, Sundaram (2010), studied that customer satisfaction towards any service is carried out with some objectives like determining the customer expectation and to know the satisfaction level. It means if any company is focusing on the customer satisfaction of customer than S M Sohail Rana, Abdullah Osman, MD. Aminul Islam (2014), analyze that the industry and its services are becoming popular day by day companies

day by day. Companies in this sectors are paying more focus for the development of the industry. This fresh research focuses on all the determinants which constitute customer pleasure in the retail services. Satisfaction of customers in this industry is important indicator and shown how well dealers meet the customer's expectations.

Research Methodology

Research is based on logical and systematic way. The study of overall question explains with the help of scientific technique and specific procedure and getting data from customer and analyzing these on logical and scientific tools. The appropriate information is important to conduct this research so that information collected from customers and some information collected from online relevant websites.

Null Hypothesis - H₀. H₀: Service given by Bazaar Kolkata in Hatibagan and the sales of Bazaar Kolkata during Jan/2019 is independent. 2. Alternative Hypothesis- H₁. H₁: Service given by Bazaar Kolkata in Hatibagan and the sales of Baazar Kolkata during Jan/2019 is dependent. Correlations Recommendation Buying again Pearson Correlation 1.317** Recommendation Sig. (2-tailed) .001 N 100 100 Pearson Correlation .317** 1 Buying again Sig. (2-tailed) .001 N 100 100 Correlation is significant at the 0.01 level (2-tailed). Interpretation Correlation across the Recommendation and Buying again is significant with sig value 0.01 which is less than 0.05. That means recommendation and Buying again is very important to attract the customer and there is relation between recommendation and buying again as per service, which is highly effective.

Data analysis and interpretation is the process of assigning meaning to the collected information and determining the conclusions, significance, and implications of the findings. The steps involved in data analysis are a function of the type of information collected, however, returning to the purpose of the assessment and the assessment questions will provide a structure for the organization of the data and a focus for the analysis. Examine table for Gender Serial Response Examinees A Male 177 B Female 23 Total 20.

Findings

As on survey male responded are more than female. • Most of the customers come for shop 25-40 age group. • As on survey most of the customers come to Baazar Kolkata on getting influenced by the offers. • Based on the survey most of the customers are satisfied with the sales person of the Baazar Kolkata. • Customers are satisfied with the quality of the

merchandise. • At Bazaar Kolkata offers are more attractive. • Most of the customers are willing to recommend their friends and family. • Because of sale few of the sales persons were busy for the handling the goods Show the analyzed data in tables/figures. Discuss the analysis using the research methodology you explained in the research methodology section.

Conclusion

Bazaar Kolkata should improve the service. • Bazaar Kolkata should increase their human strength at store. Most of the time sales person was busy with the stock or material handling procedures, so for them it is getting tougher to attend all the customers. • Few of the customers cannot find what they want. So Bazaar Kolkata should focus on these problems for better satisfaction of customer and to expand the variety. • They should maintain the stock/products of new trends. • Customers are not satisfied at all with the trial rooms because of few trial rooms are there. • Bazaar Kolkata should maintain the variety of the products. • The music system should be mild. • For some products price should be low. • Bazaar Kolkata should go for the grocery items. • Sales person need training, like grooming, talking.

It is concluded that customer satisfaction is very much essential to retain the customer for any types of business.

References (APA Format)

1. Richard O. Satisfaction: A behavioral prospective on the consumer: second edition, 1997, p 190-206.
2. Das P. Customers satisfaction towards organized retail: ISOR Journals, 2009, p 34- 40.
3. Iacobucci. Advances in services marketing and management. 1994;3:1-67.
4. SULEK. Customer satisfaction with waits in multi stage services. 1995;17:152-173.
5. Lalbagh, Barsky. A strategy for customer satisfaction, first edition, 1992, p 22-163.
6. Anderson. Customer satisfaction with waits in multi stage services, 17, p 1-68.
7. Babakus. Linking perceived quality and customer satisfaction. 2008;30;261-271.
8. Cardozos. Journal of Marketing Research. 1965;2(3):244-249.

9. Oliver. *Advances in consumer research*. 1980;20:502-509.
10. Akan. *Dimensions of service quality: An International Journal*. 1995;5:39-43.
11. Knutson. *Ten laws of customer satisfaction, first published*. 1998;1:66-172.
12. Hunt. *The quality improvement for customer satisfaction*. 1997, p 1-8.
13. Larcker, Ittner. *Journal of customer satisfaction*. 1998;36:37-46.
14. Dinesh Vikkraman KP. *Customer satisfaction towards organization retail outlet*. 2012;3:34-40.
15. Kavitha TNR, Mohana R. *A Study on customer satisfaction towards smart phone user*. 2015;1(10):270-274.
16. Jayshree CMS. *Factors affecting on customer satisfaction*. 2013;255-62.
17. Sohel SMR, Abdullah O. *Journal a Asian scientific research*. 2014;4(10):574-584.

Chapter - 8

Factors Influencing Cosmetics Buying Behaviour among Female Customers in Bangalore City

Dr. Arabinda Bhandari

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

T. Shraddha Vete

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

The research mainly focuses to understand the buying pattern of female customers for cosmetic products. Through this is an attempt was conducted to identify the different factors that impact and influences female consumers for buying a product. This study reveals that various factors like quality, brand, price, advertisement and packaging have tremendous influences on female consumer purchasing behaviour. This helps to contribute an extra idea and knowledge to cosmetic companies so that they get to know more about the purchasing behaviour of female consumers. Key to the success of any business organization lies in the hands of customers. Understanding their needs, wants and their buying behaviour determines the organization success. To predict the future trends, marketing personnel are analysing the customers buying behaviour pattern. The term Consumer buying behaviour is defined as the analysis of when, where, why, and how people purchase a product. In ancient days' people don't prefer to buy cosmetic products, as they know the harmful effect of using these artificial but now the trend has changed. Youth and adults in India are more concerned about their looks and for that they prefer to buy cosmetics products. Consumer cosmetic consumption depends on different attributes like Price, Quality, Brand name, Brand loyalty and Labelling. All these attributes now become a new trend in the market. Currently, people are falling for quality, branded and cheap priced products. Early day's price was the only factor in the mind-set of people. But now, all these factors have a major role in dominating the market. The main purpose of this research is to have a better knowledge and understanding of consumer buying behaviour towards cosmetic purchasing and what all are the factors influencing the consumers in purchasing cosmetics.

Keywords: Buying Behaviour, consumers, marketing.

Introduction

Key to the success of any business organization lies in the hands of customers. Understanding their needs, wants and their buying behaviour determines the organization success. To predict the future trends, marketing personnel are analyzing the customers buying behaviour pattern. The term Consumer buying behaviour is defined as the analysis of when, where, why, and how people purchase a product. In ancient days' people don't prefer to buy cosmetic products, as they know the harmful effect of using these artificial but now the trend has changed. Youth and adults in India are more concerned about their looks and for that they prefer to buy cosmetics products.

Consumer cosmetic consumption depends on different attributes like Price, Quality, Brand name, Brand loyalty and Labelling. All these attributes now become a new trend in the market. Currently, people are falling for quality, branded and cheap priced products. Early day's price was the only factor in the mind-set of people. But now, all these factors have a major role in dominating the market. The main purpose of this research is to have a better knowledge and understanding of consumer buying behaviour towards cosmetic purchasing and what all are the factors influencing the consumers in purchasing cosmetics.

Consumer buying behaviour is a decision process as well as an attitude of the people involved in purchasing and using products. Consumers make purchase decisions for buying small as well as large products. After recognizing a need or a want, consumers begin searching for products or services that fit their requirements. Their decision depends upon many criteria. However, consumer purchases have happened much before their actual purchase. Marketing plays an important role in this. Marketing & Advertising have a strong positive impact on buying behaviour of consumers, and they directly influence consumer buying a product from a company that she/he is well aware of. In ancient days, consumers were not bothered about the attributes before buying a product. The computer processor company divides its buying behaviour in both way i.e. Consumer and Business. The both of term have same meaning as to define in the chapter of buying behaviour. The both consumer and business are divided further as SMB —Small Medium Big - to identify the type of client according to their sales and SMB have their own group of clients. Consumer Behaviour is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the

consumers in the marketplace and the underlying motives for those actions. The study of consumer Behaviour assumes that the consumers are actors in the marketplace. The perspective of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. Consumer Behaviour is a complex, dynamic, Multidimensional process and all marketing decisions are based on the assumptions about consumer Behaviour which includes communicating, Purchasing, and consuming, interacting.

Survey of Existing Literature

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions. In order to identify the relationship between the habits and previous experience on the consumer buying decision. Their findings show that personal habits and previous experience on of the consumers have a direct impact on the consumers' purchase decision in the example of purchasing fresh mussels. They also found that the image of the product has a crucial impact on the purchasing decision of the consumer and further recommended that the product image should continuously be improved in order to encourage the consumers towards purchasing.

Research Methodology

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term 'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalizations for some theoretical formulation.

A study on Consumer buying behaviour with reference to LAKME. It is very important to know the consumer buying behaviour towards the products & services among the female customers for the companies. It helps the companies for selecting the right marketing strategy which helps them to modify, rectify and develop the existing products or cosmetics.

We shall examine the influence of each of the seven factors on cosmetics among female customers. So there will be 7 hypothesis:

- o H1-0: There is no influence of product quality on purchase of cosmetic products
- o H2-0: There is no influence of design or features on purchase of cosmetic products
- o H3-0: There is no influence of brand name on purchase of cosmetic products
- o H4-0: There is no influence of store environment on purchase of cosmetic products
- o H5-0: There is no influence of service quality on purchase of cosmetic products
- o H6-0: There is no influence of promotion on purchase of cosmetic products
- o H7-0: There is no influence of price on purchase of cosmetic products.

- Out of all the customers, the above graph shows that the cosmetics at LAKME constitutes 45% of youth, 28% middle aged women's, 17% of old aged people and 10% of teenagers are using there cosmetics
Out of all the qualifications of the customers, the above graph shows that the cosmetics at LAKME constitutes 25% of matriculate females, 40% intermediate, 30% of graduate and 17% of post graduates are using there cosmetics. It shows that intermediate qualification females are more using LAKME cosmetics.
- Out of all the professions of the customers, the above graph shows that the cosmetics at LAKME constitutes 38% of female employees, 20% business women's, 28% of house-wife's and 14% of students are using there cosmetics. It shows that employee's are using more and house wives are more compared to students.
- Out of all the income of the customers, the above graph shows that the cosmetics at LAKME constitutes 28% of females having less than 10000 income, 30% having 10000-30000 income, 18% of females having 30000-50000 income and 24% having above 50000 income females are using there cosmetics.
- Out of all the female customers, the above graph shows that the cosmetics at LAKME constitutes 28% of females are buying cosmetics on weekends, 18% females are buying cosmetics on weekdays, 24% of females are buying cosmetics on big offer days and 30% of females are buying cosmetics on festive seasons and using there cosmetics. It shows that the most of the females are buying LAKME cosmetics on festive seasons and weekends.
- Out of all the female customers, the above graph shows that the cosmetics at LAKME constitutes 25% of females are rated upto good, 45% females are rated upto very good, 30% of females are rated upto excellent on there cosmetics. It shows that the most of the

females are satisfied with LAKME cosmetics and it is observed that no one rated bad scale.

- Out of all the female customers, the above graph shows that the cosmetics at LAKME constitutes 28% of females are using from 2 years, 18% females are using from 3 years, 24% females are using from 5-10 years and 30% of females are using more than 10 years of LAKME cosmetics. It shows that the most of the females are satisfied with LAKME cosmetics and it is observed that many females are using LAKME products more than a decade.
- Out of all the female customers, the above graph shows that the cosmetics at LAKME constitutes 48% of females are strongly agreed that lakme products are affordable, 13% females are disagreed that lakme products are not affordable, 30% females are agreed that lakme products are affordable and 9% of females are neutral that lakme products are affordable of LAKME cosmetics. It shows that the most of the females are satisfied with LAKME cosmetics and it is observed that many females are strongly agreed that LAKME products more affordable than other cosmetic brands.

Findings

Lakme Lever Private Limited is an unlisted private company incorporated on 01 December, 2008. It is classified as a private limited company and is located in Mumbai City, Maharashtra. It's authorized share capital is INR 91.00 cr and the total paid-up capital is INR 35.91 cr. Lakme Lever Private Limited's operating revenues range is INR 100 cr - 500 cr for the financial year ending on 31 March, 2021. It's EBITDA has decreased by -28.36 % over the previous year. At the same time, it's book network has decreased by -9.11 %.

Strength

High Brand Awareness: Lakme is a well-known brand in the cosmetic & beauty industry. High visibility through targeting high end beauty parlors/salons & also through sponsoring fashion events and strong promotions has helped the company in making top of mind awareness. Fantastic product line: Lakme contributes to the beauty of women through a fantastic product line, which has amazing depth of products. Lakme is also known to launch a variety of cosmetics which are innovative and are known to solve the problem of cosmetics for women. Extensive distribution system of the parent company: HLL is the parent company who purchased it from TATA group. Since HLL is already an established FMCG brand so it uses extensive distribution channel to make the Lakme products available in the

market. Also in addition to traditional channel, it also uses unconventional distribution system to make the products available at pharmacist, beauty parlours & salons. Celebrity endorsement: Lakme positioned perfectly in the mind of prospective consumers by targeting apt celebrities to represent their brand. Strong parent company: HLL the parent company is the well-known company in the FMCG industry has stable financial position which is good for its group brands.

Weakness

Limited Presence in The Premium Market: Lakme have presence in the VFM (Value for money) segment in which it is leader. Lakme is the overall market leader in the color cosmetic segment (lip care and nail enamel) with a wide range of products and prices but when it comes to premium market which is growing at the rate of 30% Revlon is the market leader. Problem of differentiation: Its broad portfolio sometimes creates confusion in the mind of the consumers. Such that, some products are known to be very good but others are ignored because no differentiation is present for them. Quality of Lakme salons: Falling quality of Lakme salons will result in the negative word of mouth which can affect sales & growth of the company in future.

Opportunities

Changing Lifestyle: Migrating population & with the saturation of developed economies, changing taste & preferences, Education & changing lifestyle of the developing economies had resulted into growth in the grooming segment. People now want to look sharp, smart & confident. } Growing premium segment: There is a growth in the demand of premium segment goods of which grooming industry is not an exception. So with growing demand if Lakme extend its presence in this segment then it will help it in becoming a leader in grooming industry. Co-creating the growth strategies: Creating more Collaborative & participative community focused activities will help the company in building brand image & co-creating growth opportunities.

Threats

Intense Rivalry: Intensive competition from the local, national & International players on price & availability factors is the major threat for the players in the segment which is affecting the industry as a whole. } Counterfeit products: Fake products are directly affecting the brand image of the company in the rural market & small towns. International brands extending into other markets: International brands like Revlon which have centuries of expertise in the Personal care industry can affect the business of Lakme in the selected

markets or can limit their growth rate. Increasing allergies cases: Due to change in the lifestyle skin is becoming more sensitive due to which companies in the personal care industry face risk of losing sales on allergic grounds.

Conclusion and Suggestions

As cosmetic industry in India is one of the growing industries, marketers should know about the factors affecting purchase decision along with the attitude, perception and learning habits of female consumer towards cosmetics. People always consider quality as the most important factor while purchasing cosmetics and they also consider the advice of beautician. People consider cosmetics as necessary part of routine life which is positive insight for marketers of cosmetic product. In this study, we discovered the impact of advertising on the brand image and brand identity of cosmetics. A study shows the use of Lakme products by most people who use it in India. The product fulfils the wishes of the company in addition to the wishes of the consumers. In one investigation, I found that people appreciated the easy availability of various products. During the promotional periods, free gifts are offered and promoted in the main local newspapers and on the internet and the image and identity of the Lakme product are primarily domestic products and much emphasis is placed on celebrity recognition. Lakme's marketing strategy is to offer new products year after year. Lakme will continue to enable cosmetics companies, like a great customer understanding, to develop suitable products, to correctly price them and increase their profitability.

References

1. Guha S. The changing perception and buying behaviour of women consumer in Urban India. *IOSR Journal of Business and Management*. 2013;12(3):12-23.
2. Kuruvilla SJ, Joshi N, Shah N. Do men and women really shop differently? An exploration of gender differences in mall shopping in India. *International Journal of Consumer Studies*. 2009;23(3):20-34.
3. Paulins AV, Geistfeld LV. The effect of consumer perceptions of store attributes on apparel store preference. *Journal of Fashion Marketing and Management*. 2003;12(4):223-245.
4. Woodruffe HR. Compensatory consumption: why women go shopping when they're fed up and other stories. *Marketing Intelligence & Planning*. 1996;34(1):90-121.
5. Zeithaml VA, Berry LL, Parasuraman A. The behavioural consequences of service quality. *Journal of Marketing*. 1996;28(1):221-240.

Chapter - 9

Customer Satisfaction and Sales out Come: A Case of Samsung Mobiles

Dr. Arabinda Bhandari

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Suresh A

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

As the experience's consumers, when they are considering purchasing goods likes smart-phone, they will have the decision making process that is called consumer decision making. They need to go through the few stages to make the last decision. The three stages are pre-purchase stage (input), purchase stage (output) and post purchase stage (output). Input One of the inputs for the customer is the firm's marketing effort. The firm's marketing effort includes the product, price, promotion and place. The other is social environment. Social environment includes family, friends, reference groups, social class, culture and etc. which influence the decision-making process. Combine of all these factors are the input in the mind of the consumer. For example, your friends are using the latest phone (Huawei Mate 9) and they told you how goods and much of benefits in this phone, then you will probably trust them and consider buying the same phone. Process is one of the decision making stages that encourages the consumer to purchase the product. The psychological factor is one of the processes that will influence the decision of consumer. The psychological factors consist of motivation, perception, learning, personality and attitude. Besides that, need recognition is also a process indecision making. For example, when one is aware of a want, tension is created and one chooses goods to satisfy his needs. There is also a possibility that a person may be aware of a product before its need is recognized. Next is evaluation, it consists of consumer getting more information about the product and comparing and contrasting it with other products. All of these are the process when customer is making the decision. Output is the post purchase behavior of the consumer. After going through all the stages, the purchase of

the product is followed by post purchase evaluation. Post purchase evaluation means a customer's analysis whether the product is useful to him or not, whether the product fulfilled his need or not? If yes, consumer will finally purchase the product.

Keywords: Purchase evaluation, product, consumer.

Introduction

A smart phone is a mobile phone built on a mobile computing platform, with more advanced computing ability and connectivity than a feature phone. The first smart phones were devices that mainly combined the functions of a personal digital assistant (PDA) and a mobile phone or camera phone. Today's models also serve to combine the functions of portable media players, low-end compact digital, pocket video cameras, and GPS navigation units. Modern smart phones typically also include high-resolution touch screens, web browsers that can access and properly display standard web pages rather than just mobile- optimized sites, Flash compatibility, and high-speed data access via Wi-Fi and mobile broadband. The most common mobile operating systems (OS) used by modern smart phones include Apple's OS, Google's Android, Microsoft's Windows Phone, Nokia's Symbian, RIM's BlackBerry OS, and embedded Linux distributions such as Maemo and MeeGo. Such operating systems can be installed on many different phone models, and typically each device can receive multiple OS software updates over its lifetime. The distinction between smart phones and feature phones can be vague and there is no official definition for what constitutes the difference between them. One of the most significant differences is that the advanced application programming interfaces (APIs) on smart phones for running third-party applications can allow those applications to have better integration with the phone's OS and hardware than is typical with feature phones. In comparison, feature phones more commonly run on proprietary firmware, with third-party software support through platforms such as Java ME or BREW. An additional complication in distinguishing between smart phones and feature phones is that over time the capabilities of new models of feature phones can increase to exceed those of phones that had been promoted as smart phones in the past. Platform, with more advanced computing ability and connectivity than a feature phone. The first smart phones were devices that mainly combined the functions of a personal digital assistant (PDA) and a mobile phone or camera phone. Today's models also serve to combine the functions of portable media players, low-end compact digital, pocket video cameras, and GPS navigation units. Modern smart phones typically also include high-resolution touch screens, web browsers that can access and properly display standard web

pages rather than just mobile- optimized sites, Flash compatibility, and high-speed data access via Wi-Fi and mobile broadband. The first smartphone was the IBM Simon; it was designed in 1992 and shown as a concept product that year at COMDEX, the computer industry trade show held in Las Vegas, Nevada. It was released to the public in 1993 and sold by BellSouth. Besides being a mobile phone, it also contained a calendar, address book, world clock, calculator, note pad, e-mail client, the ability to send and receive faxes, and games. It had no physical buttons, instead customers used a touchscreen to select telephone numbers with a finger or create faxes and memos with an optional stylus. Text was entered with a unique on-screen "predictive" keyboard. By today's standards, the Simon would be a fairly lowend product, lacking a camera and the ability to download third-party applications. However, its feature set at the time was highly advanced. The Nokia Communicator line was the first of Nokia's smartphones starting with the Nokia 9000, released in 1996. This distinctive palmtop computer style smartphone was the result of a collaborative effort of an early successful and costly personal digital assistant (PDA) by Hewlett-Packard combined with Nokia's best-selling phone around that time, and early prototype models had the two devices fixed via a hinge. The Communicators are characterized by a clamshell design, with a feature phone display, keyboard and user interface on top of the phone, and a physical QWERTY keyboard, high-resolution display of at least 640×200 pixels and PDA user interface under the flip-top. The software was based on the GEOS V3.0 operating system, featuring email communication and text-based web browsing. In 1998, it was followed by Nokia 9110, and in 2000 by Nokia 9110i, with improved web browsing capability. In 1997 the term 'smartphone' was used for the first time when Ericsson unveiled the concept phone GS88, the first device labeled as 'smartphone' 'smartphone'. It combined the functions of a mobile phone and a personal digital assistant (PDA). In December 1999 the magazine Popular Science appointed the Ericsson R380Smartphone to one of the most important advances in science and technology. It was a groundbreaking device since it was as small and light as a normal mobile phone. In 2002 it was followed up by P800.

Survey of Existing Literature

Review of related literature is one of the first steps in the research process. It consists of a summary of research findings carried on the same directly and indirectly related topics. This review provides insight to the researchers regarding what is already known and what remains to be tested regarding research. Therefore, this chapter aims to review the literature on mobile phone-related work. In other words, the studies have been undertaken by

various researchers in India and abroad concerning mobile phone purchase preferences. Dr. Dawar Sunny (2019) Samsung brand is considered the most preferred brand in the Rajasthan than Videocon. The results have shown that Samsung consumers appear to be brand loyal, willing to pay a premium price and have a great community sense than Videocon consumers. The data was collected using the consumer survey method. The usable questionnaires were collected from 275 consumers. Mr. Bankapur Bangarappa and Dr. Shiralashetti A.S (2017) Customers preferred brand image, features, battery backup, and resale value with an expected price. Today, every company is facing tough competition in the world. Customer satisfaction is the most critical event in management, and companies are trying to identify the needs, wants, and demands of the customers. Joel Billieux (2017) despite its clear advantage, cellular phone use has been associated with harmful or potentially disturbing behaviors; the mobile phone's problematic use is considered an inability to regulate one's mobile use. Gupta Ridhi and Priyanka (2016) Social media like Facebook, Twitter, and Instagram have become an essential part of our lives. The number of users on social media is increasing day by day. With the help of social media, it is possible to communicate with customers effectively. It provides a platform to interact with Mack and Sharpies (2009) showed that availability is the most crucial determinant of mobile choice. Other attributes, particularly features, aesthetics, and cost, have implications for mobile brand choice. Liu (2002) in a recent paper, analyzed and found that the choice of the mobile phone is characterized by two distinct attitudes towards brands: attitudes towards the mobile phone brand and attitude towards the network. Customer's choice of mobile phone brand is mainly affected by new features more than size. This trend of choosing is definitely towards phones with a better capacity larger screens. Lee and feich (2001) argue that customer satisfaction contributes positively to customer retention. Lee and feich (2001) found that switching cost plays a vital role in explaining the link. Switching costs further linked with quality. The mobile company's focus on quality will increase customer satisfaction.

According to Philip Kotler, "Satisfaction is a person's feelings of pressure or disappointment resulting from product's perceived performance (outcome) in relation to his or her expectations. Customer satisfaction is the level of a person's felt state resulting from comparing a product's perceived performance (outcome) in relation to the person's expectations". In today's increasingly competitive environment, quality services and customer satisfaction are critical to corporate success. Delivering high quality services is closely linked to profits, cost savings and market share. As stated by Piercy (1995), "it is striking that one of the few elements that links many of the

otherwise disparate recommendations made to managers over the past several decades has been the need to focus on customer satisfaction as a route to sustained high performance”. Companies should, to a much higher degree, beware of the fact that customer dissatisfaction equals both defection and long-term losses. As stated by various authors (Ballantayne *et al.* 1996; Berry, 1986; Collier, 1994; Schneider and Bowen, 1995): It is easier - and much cheaper - to keep existing customers than to get new ones. Additionally, another benefit from achieving satisfied customers is the fact that the willingness to repurchase is much higher for satisfied customers than for dissatisfied and indifferent ones. Despite this awareness concerning the importance of customer satisfaction, it is beyond the ability of many of today's service companies to maintain satisfied customers. Empirical surveys concerning the proportion of satisfied versus dissatisfied customers reveal that a large amount of service industries suffer from an insufficient number of satisfied customers. A survey conducted in the BD by Dr. siraj (2001) reveals extreme low levels of overall customer satisfaction. He examined the overall customer satisfaction levels in various service branches: Grocery chains (31%), fast-food outlets & Res. (24%), and banks (15%). One can argue that these results constitute a low range of general service provision. However, even companies which focus their efforts on achieving satisfied customers, rarely exceed a customer satisfaction ratio above 50-70% (Scheby, 1998).

It's the Foremost Preliminary Step for Proceeding with any Research Work Writing. While Doing This Go Through a Complete Thought Process of Your Journal Subject and Research for Its Viability by Following Means

1. Read already published work in the same field.
2. Searching on the topic of your research work.
3. Use the scientific terms and jargon related to your research work.

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term 'research' refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analysing the facts and reaching certain conclusions either in the form of solutions(s) towards the concerned problem or in certain generalizations for some theoretical formulation.

Statement of the problem a study on Consumer buying behavior with reference to Samsung mobiles. It is very important to know the consumer buying behavior towards the products & services among the customers for the companies. It helps the companies for selecting the right marketing strategy which helps them to modify, rectify and develop the existing products and services.

Objectives of the Study

- To study the factors involved in determining the customer preference for different brands of the mobiles
- To know the consumer satisfaction level associated with the different brands of mobiles and services patterns
- To study the factors (like price, age, income, taste, packaging, etc) affecting the purchase decisions with respect to Samsung mobiles
- To find the factors influencing consumer buying behavior
- To identify the expectation level of the consumers for future demand

Quantitative studies allow a firm to develop an understanding of the "big picture" of their customers' experiences based upon a relatively small number of interviews. This "sample" of the firm's customers must be bikeefully designed and drawn if the results of the study are to be considered representative of the customer population as a whole. In most cases, the results of quantitative studies are based upon the responses of a relatively "large" number of interviews. Depending upon the size of the population and the amount of segmentation desired, "large" can be as few as 50 responses or range from several hundred to thousands of interviews. Mail-based, telephone-based, and (more recently) Internet-based surveys and related data collection.

Sample Design: Convenience Sampling will be used in study.

Sample Size: The size of sample used in this study is 200.

Findings

Almost 96% of the respondents have a mobile phone.

- 100% of respondents are aware of the Samsung brand
- The majority of users have or are using Samsung mobile
- The majority of users used Xiaomi device as their previous mobile
- Uses buy a new device to upgrade their old device or after facing cashing and freezing issue
- Brand name and after-sale service are the main factors that influence

the purchasing mobile

- The brand name influences about 76% of buyers
- The majority of the users responded that price is an essential factor to consider when buying mobile
- Users prefer Samsung because of its good camera and fast processor
- 44% of users have faced some problems while using Samsung mobile
- Heating is the major problem faced by Samsung mobile users
- The majority of users said the build quality of Samsung mobile is good and average.
- The camera and processor is a factor that attracts more users to Samsung mobile. The camera is the favorite feature of user in Samsung mobile
- Samsung mobile offer value for money and good battery backup
- Service provided by Samsung mobile is good
- Proper updates and security patches given to 70% of users
- 74% of users will suggest Samsung to their friends and family

Conclusion

This study concludes that most people prefer using Samsung mobile because it provides features like a good camera, better battery backup, powerful processor At a budget-friendly rate. Overall, the customers have a very positive experience regarding the usage of Samsung mobiles. And are willing to buy Samsung mobile in next purchase.

Suggestions for Future Research

The company can focus on providing powerful processor and improving camera quality as they are the user's favourite and attractive feature of Samsung mobile.

- Steps must be taken to resolve the heating and lagging issue, which many users face
- Since 44% of users have faced some problems while using Samsung mobile, the company must take a survey and try to fix these problems through updates
- The company can improve their after sale service for their mid-range device user

References

1. Dawar Sunny. "Impact of Brand Love on Consumer Behavior-A Comparative Study of Samsung and Videocon Brands." Asian Journal of Multidimensional Research, 2019.
2. Bankapur Bangarappa, Dr. Shiralashetti AS. "Customer Satisfaction towards Samsung Mobile Phones in Hubli-Dharwad City." International Journal of Multidisciplinary Research, 2017.
3. Joel Billieux. "Study What Makes Games Addictive" Potential Behavior, 2017.
4. Gupta Ridhi, Priyanka. "A Critical Evaluation Examines the Impact of Social Media on Consumer Purchasing Behavior with Reference to Samsung Smartphone." International Journal of Marketing and Technology, 2016,
5. Kannusamy K, Karthika S. "Customers' Satisfaction towards Samsung Smartphone: A Study in Gobichettipalayam Town, Erode District." Al-Barkaat Journal of Finance & Management, 2015.
6. Jagadhambal A, Karpagambigai K. "A Study on Customer Satisfaction towards Samsung Mobile Phones with Special Reference to Coimbatore City." Zenith International Journal of Multidisciplinary Research, 2015.
7. Subramanyam, Venkateswarlu. Factors Influencing Mobile Phone Buyers' Buyer Behavior in India's Kadapa District, 2012.

Chapter - 10

Analysing the Influence of Food Package in Impulsive Buying Behaviour of Consumer

Dr. Anil B Gowda

Associate Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Vishal G Shetty

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

Packaging has a significant role in marketing communication towards the consumer. A good package attracts the consumer and encourages product choice. It acts as a “five-second commercial” for the product. So, the study intends to evaluate the elements of packaging which influence the impulsive buying behaviour of south Karnataka consumer. The study contains six independent variables: package colour, wrapper & product image, labelling & information, product values, package material, font style. With dependent variable impulsive buying behaviour of the consumer. The objective of the research is to find the important element of packaging which attract the consumer at the time of purchase. For getting the result I collected 101 responses in the form of the questionnaire. Which are primary sources of data. The questionnaire consists of 29 questions measured on 5 like art scale. The collected data are analysed by using several statistical techniques to test the hypothesis. Descriptive statistics, which is used to describe the study of collected characteristics, then correlation & regression analysis to find the effect of independent variables & dependent variable. The result of the research shows that package material, package colour are the two important elements which affect the buying behaviour of an individual at the time of purchase. The less effective element is font style of package. So, it may be a good opportunity for food companies to work on font style. The purpose of this study elements of packaging & how it affects the impulsive buying behaviour of consumer.

Introduction

Food buying behaviour of consumers in developing economic countries like India has significantly changed. Due to an increase in per capita Income, Per capita disposable income, globalization, technologies, urbanization, education, change in lifestyle, family structure, and health awareness since from 1991. India is more than 1.2 billion consumers of food (Census 2011) with expected spending up to \$1 trillion (US dollar) by the year 2021. The food packaging industry in India may be worth \$65 billion (it was estimated in the year 2018 fromfnbnews.com). Developing in education & technology leads to more aware of quality food or getting healthier food. Consequently, the marketing activities that mainly present these kinds of products with healthier alternatives have become an increasingly important thing for consumers in making purchase decisions. So, packaging plays a significant role to visualize the quality of the product (including taste, colour, size, quality) to the consumer in buying the product.

Food is any nourishing substance that is eaten, drunk, or otherwise taken into the body to sustain life, provide energy, promote growth, etc. Food makes our bodywork, grow and repair itself. The different kind of food we eat can affect the efficiency of above-mentioned processes. Body function and the food that sustains it is infinitely complex. Till here, we understand the meaning & some basics of food. This increase in production of food and beverage products, however, has not led to an increase in employment due to intense competition, which has led to a decline in employment in many food industries, especially in developed countries. This is due to increased productivity and the use of equipment in many of these industries.

Survey of Existing Literature

According to Shruthi Chaudhary (March 2014), The research is based on a relationship between the variable of perception of consumers in India regarding purchase and quality of product with the variables of protection, storage, convenience, environmental friendliness and promotion of product dealt with packaging. The researcher had used convenience sampling at the time of the survey.

According to Sabeehullah Shah, Adnan *et al.* (2013), specific research was conducted by University students. The research was based on relationship between one dependent variable ie buying behavior of consumers with other independent variable such as colour of package, innovation, printed information, font.

According to Deepak Dhairyal, Manoj Singh (2007), The survey was conducted in Vishal mart for 10 days in February 2007 by circulating questionnaires to visiting customers at the town of Hadhwani in the state of Uttarakhand. The objective of the survey was to examine the association between the packaging of Cadbury chocolates & impulsive buying of consumers.

Research Gap

- Researchers have researched various independent elements or variables of packaging by using the various statistical tool. But the research has not found on what are the elements of packaging influence when the product is the hands of consumers at the time of purchase.
- Research has been done on a specific brand, considering the store environment. And the research papers are old. May not have an ability to give the interpretation for today's world.

Research Methodology

Research is a process of finding solution to problem after a thorough study and analysis of the situation factors. Research is the systematic study directed towards fully scientific knowledge or understanding of the subject studied. The survey research design was utilized for this study. Consumers were the population of this study. The questionnaire consisted of questions framed based on six independent variables and one dependent variable.

Research Objectives

- To know the degree of elements of packaging on consumer behaviour
- To study the most effective elements of packaging on impulsive buying behaviour of consumer
- To analyse the how the elements of packaging is effective on consumer

Findings

This section entailed the departments in which the employees worked, their highest level of Academic Qualification, the number of years that they had worked with the organization and their opinion on whether operations department played an important role in the organization.

The total number of respondents collected is N. the total number of respondents is 101. Likert scale is used to measure the total number of respondents. Descriptive statistics include Mean, standard deviation,

skewness & kurtosis. These are computed by using the SPSS Software we can see in the above diagram. The KMO measures the sampling adequacy which should be greater than 0.5 for satisfactory factor analysis to proceed.

From the above table we can see that KMO is 0.742 which is more than 0.5 hence the sample taken is adequate. Hence the sampling adequacy for items of independent variable is meritorious stating it is acceptable.

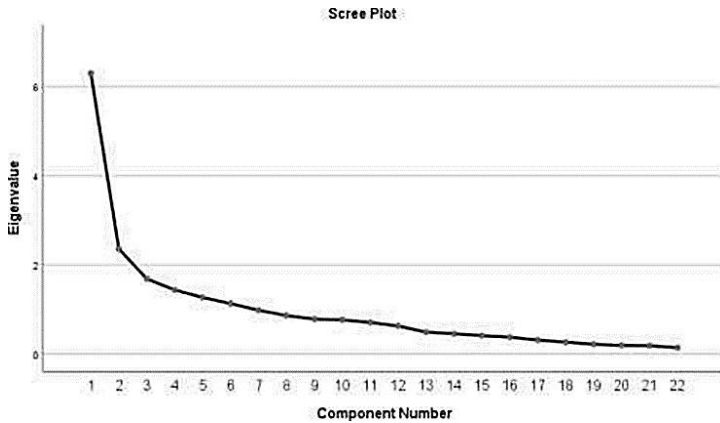
Rotated component Matrix shows the factors for each variable and highlighted the factors that each variable loaded most strongly. Based on these loaded factors it represents.

Rotated Component Matrix^a

	1	2	3	4	5	6
PC2	.796					
PC3	.689					
PC1	.685					
PM2	.637					
WP4	.628					
PC4	.590					
FS2		.873				
FS1		.803				
PM3		.545				
LI2			.844			
LI1			.778			
LI3			.772			
PV3				.756		
PV2				.723		
PM6				.610		
WP3				.513		
WP2				.506		
PM4					.670	
FS3					.618	
WP1						.680
PM5						.618

Screen plot

The line graph titled a screen plot used to measure the factors to be extracted. X’ axis shows the component number which can also be termed as a factor. Y’ axis shows the Eigenvalue. This can be interpreted as follows. By seeing the elbow cut point and extending the line to the X’ axis. This will give the number of factors to be extracted from the above graph.



Coefficients^a

Unstandardized Coefficients			Std. Error	Standardized Coefficients Beta	t	Sig.
Model B						
1	(Constant)	2.016E-16	.093		.000	1.000
	Package colour	.240	.093	.240	2.580	.011
	Wrapper & product image	.319	.093	.319	3.423	.001
	Package material	.057	.093	.057	.611	.542
	Labelling & information	.123	.093	.123	1.318	.191
	product values	.009	.093	.009	.097	.923
	Font style	.087	.093	.087	.931	.354

a. Dependent Variable: Impulsive buying behaviour of a consumer.

Coefficients^a

Unstandardized Coefficients			Std. Error	Standardized Coefficients Beta	t	Sig.
Model B						
1	(Constant)	-1.085E-16	.086		.000	1.000
	Package colour	.081	.086	.081	.937	.351
	Wrapper & product image	.306	.086	.306	3.552	.001
	Package material	.191	.086	.191	2.223	.029
	Labelling & information	.292	.086	.292	3.395	.001
	product values	.254	.086	.254	2.946	.004
	Font style	-.129	.086	-.129	-1.494	.139

a. Dependent Variable: dependent variable 02

Conclusion

- Package material and labelling & information factors had more impact or influence on impulsive buying behaviour of consumer than other elements of packaging (table 03).
- My research finds that font size & style on food package does not influence much on consumer impulsive buying behaviour.
- Overall, my research finds that each & every element of package influence the consumer in one or the other part to purchase the product.
- From my empirical evidence, the packaging is an important component of for successful of product. it communicates the consumer about the product.
- Each response presumes one or the other way branded food products while answering my questions. So, it establishes the brand image & identity of the product.
- The obtained results of research on the role and the impact of packaging on consumer's buying behaviour lay down the following conclusions: The packaging elements represent a good means of marketing communications towards consumers because consumers value the elements that are embodied on the package. The packaging colour helps consumers differentiate their favourite brands, and for companies, it helps to catch consumers' attention and interest.
- So, colour, as well as other packaging elements, makes the marketing offer more eye-catching and attractive, as well as differentiating it from other products.
- Consumer value label in the products, because they can get information about the product, its origin, its content, its usage, etc. The information is given in the label also helps companies promote the product in the market. From the empirical evidence, the information on packaging represents an important component and it can support marketing communication strategies of companies, establishes brand image and identity. Printed information contains all the information related to the product quality, price, and description which help customers identify the product and facilitates the decision process during purchasing. The obtained results also show the language used on the package influences consumer behaviour during the buying process

Suggestions for Future Research

- If a company wants to establish brand identity through packaging, they have to consider the package colour as first preference. Because the packaging colour establishes more brand identity than other elements of packaging.
- Font style on the packaging is considered as attractive, but less impact on buying behaviour consumer. So, using local languages instead of English on a package may improve product identity.
- Sometimes it is necessary to differentiate our product from competitors. Packaging plays an important role. So, companies have to choose the right packaging colour, material, product image etc according to the value & positioning of the product as well as considering the companies images in the minds of the consumer.

References

1. Effects of Personality on Impulsive Buying Behaviour: Evidence from a Developing Country.
2. Dania Shakaib Farid, Mazhar Ali. Shaheed Zulfikar Ali Bhutto Institute of Science & Technology Karachi, Pakistan 2 Shaheed Zulfikar Ali Bhutto Institute of Science & Technology Karachi, Pakistan.
3. Elisabeth Sullivan. "Colour Me Profitable," Marketing News, Reprinted with permission from Marketing News, published by the American Marketing Association. 2008, p. 8.
4. Susan Bassin B. "Value-Added Packaging Cuts through Store Clutter," Marketing News, Reprinted with permission from Marketing News, published by the American Marketing Association. 1988, p. 21.
5. Jim Chrizan. "Loblaw's Reverses Private Label Trend," Packaging World, 2010.
6. "Role of packaging in consumer buying behaviour". [Sabeehullah shah, Adnan Ahmad and Nawaz Ahmad (University students of Peshawar region, Pakistan. 2013;1:2.

Chapter - 11

Customer Preferences Using Codeyoung Company Ltd. Bengaluru City

Dr. Sunil M Rashinkar

Associate Professor, School of Commerce, Presidency University,
Bengaluru, Karnataka, India

Abstract:

Your kids may let their imaginations run wild at this stage thanks to Codeyoung. Students are encouraged to apply their imagination, creativity, and coding in the strangest way possible. The success of every business association depends on the customers' satisfaction and loyalty. When a firm first starts, customers always come "first," and then comes the benefit. Businesses who are successful in entirely satisfying customers will continue to hold the top positions in the market. The current business organisation is aware that customer loyalty is essential to the success of the company and also plays a crucial role in boosting market respect. This study focuses on customer preferences using Kodiyoung Co. Ltd. Bengaluru City.

Keywords: Customer Preferences, Client, Codeyoung, Market.

Introduction

Codeyoung is a stage where your children can allow their minds to roam free. Understudies are instructed to be imaginative, inventive and use coding in the most potential strange manner.

Each business association's prosperity relies upon the Satisfaction & Loyalty of the clients. At the point when a business is going to begin, clients come all the time "first" and afterward the benefit. Those organizations that are prevailing to fulfill the clients completely will stay in the top situation in a market. The present business organization has known that consumer loyalty is the critical part for the progress of the business and simultaneously it plays an imperative job to extend the market esteem. As a rule, clients are those individuals who purchase labor and products from the market or business that address their issues and needs. Clients buy items to meet their assumptions regarding cash. Thusly, organizations ought to decide their estimating with the

nature of the item that draws in the client and keeps up with the drawn-out association. The association ought to ensure that they are offering full assistance, comparable to their money related esteem. This will build the quantity of clients and holds the drawn-out connection between the client and the association. Also, the current client will assist with drawing in the new clients by giving or sharing the data about the items and administrations of the organizations. Fulfillment means to feel content later what the individual wanted or needed. It is hard to tell whether the clients are happy with the.

Accessibility of the item or administrations. Along these lines, giving fulfillment to the clients is definitely not a simple errand, for this different variable is required to have been thought about. These days, rivalry can be seen between the business associations and commercial centers all over and has been one of the difficult assignments for the contenders. However, it is by all accounts intense in the developing business sector; contenders are fostering their showcasing channels actually. One of the significant viewpoints to guarantee the consideration of the clients is to give the best and the most.

Positive items at this contending market. In the event that a consumer loyalty's is acquired, it is certain that client dependability will likewise show up with it. Also, without any the client, a business association wouldn't exist. To build the quantity of the clients, improvement of client's fulfillment is vital. As far as accomplishing business objectives, these two terms are vital. Subsequently, the connection of clients and the business association or market is, thusly, the most significant one.

Review of Literature

The purpose of doing research in the area of social media marketing and brand awareness is because it seems huge, intimidating and foreign. Businesses are looking for clearer picture to start but do not know where and how to start doing social media marketing. In today's time, social media channels such as Facebook, Twitter, Goggle and other social media firms have successfully transformed attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real time feedback of customer experiences. It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Codeyoung, a beginning up that gives live internet coding classes to K12 understudies, has brought an undisclosed sum up in a seed round of subsidizing drove by US-based VC firm Guild Capital. Established by IIT-Delhi graduated class Shailendra Dhakad and Rupika Taneja, Codeyoung is determined to foster mental abilities and innovative reasoning among youngsters through coding. The ed-tech startup offers coding courses to K12 understudies between 5-16 years old. It is in accordance with India's new instruction strategy. The alteration recommends courses in programming and web advancement for understudies in class 6 or more. Presenting understudies to coding at the K-12 level is an approach to setting them up to adjust to what's to come. Coding ingrains a propensity for interest in their naive personalities; accordingly pushing understudies to address, notice, break down, and record everything around them. Fanning the interest of youthful, curious personalities is the foundation of Codeyoung's main goal, and something the stage expects to accomplish locally.

Research Methodology

Research is based on scientific, logical and systematic way of studying. Different tools and techniques are used to systematically collecting the data and for the analysis. Most of the data is collected from the consumers who buy products from Code young and some from internet. Based on type of study we can apply any kinds of research design.

For Doing This Study We Adopt

- Descriptive Research
- Causal Research

We mainly focused on descriptive research, it briefly explains aspects what, why, when, how, and by whom. It is really helpful for statistical calculation which help for the conducting the study.

Statement of the Problem

The study is being “conducted on Codeyoung Company in Bangalore city, to find out the customer preferences in choosing Codeyoung Company. It is required to find out the preferences based on certain aspects (price, Country, difference levels for selecting the products & Customer satisfaction etc.).

Objectives

- To study the customer preferences in choosing “Codeyoung company.

- To study the factors that is affecting the choice of customers in choosing an online EdTech company.

Hypothesis Testing

Hypothesis

H0: The frequency of visit to Codeyoung does not depend upon Monthly Income

Ha: The frequency of visit to Codeyoung depend upon Monthly Income

Scope of the Study

This research is applicable in customer decision making process purchasing in Codeyoung, Bangalore. This research will help us in to understand customer preferences at Codeyoung and the result will help the mind signing their curriculum and marketing in the right way.

Sampling

The target population was taken considering different economic, cultural and geographic aspects. The research is done in USA, UK, Canada. A sampling unit of 100 respondents was taken.

Source of Data Collection Method

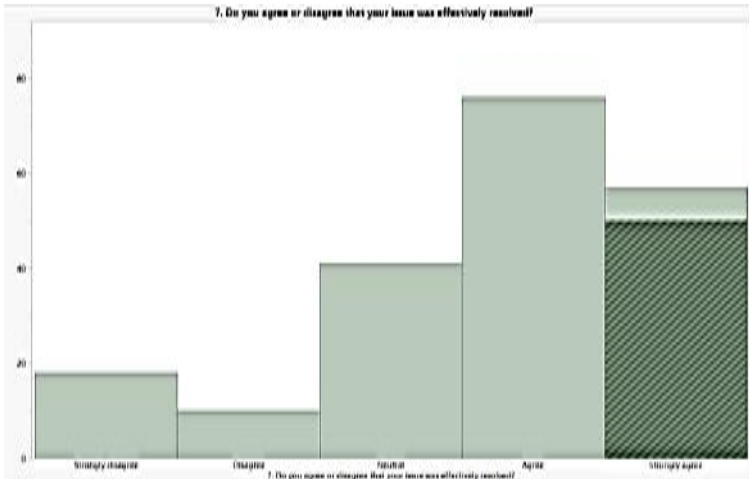
The Sources of Data Include both Primary and Secondary Data

- Primary data is collected with specific objective, especially to address the research problem. The data is gathered by distributing a questionnaire to the customers who visit Codeyoung via personal interview.
- Secondary data includes books, journals, magazines, newsletters of the Codeyoung, and internet.

Limitations of the Study

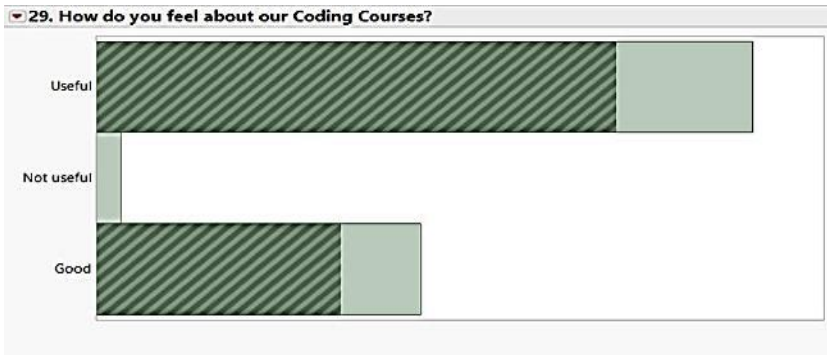
- It is very difficult to analyze customer behaviors while shopping.
- As per the rules and policy of the company, executives were not ready to disclose many information's – like sales of the day, sales of each department etc.

Data Analysis



Interpretation

From the above Bar Graph Majority customers are AGREED that their issues were effectively resolved. Nearly 80 were selected Agreed, 60 of customers are selected to Strongly Agree, 40 of people selected for Neutral, very few people selected for Strongly Dis-Agree and only a few gave Disagree.



Interpretation

From the above Graph we can see that a lot of people selected that Coding Courses are Very Useful, many people responded to Good and very few people were selected Not Useful.



Interpretations

From the above Distributions from the graph, we see that in total 201 responses, nearly a lot of people like 176 people selected for yes that the product helps to achieve their goals, less people selected 14 for NO and remaining 11 people selected for maybe.



Interpretation

From the above Graph we can see that in total 202 responses – 128 people strongly selected for “NO” to switch brands if a competitor was providing best prices than us, 47 people selected yes to switch the brand, 22 people responded Rarely and 5 people selected for Often.

Findings

1. Employee Satisfaction & Loyalty activities helps to find potentials of person and learnings to work in the team.
2. Majority of the employees have a tremendous impression related to AAW and other Satisfaction activities held at Codeyoung company.
3. Majority of the Employees supports that employee Satisfaction activities should be done at regular intervals.

4. Majority of the employees are satisfied and highly satisfied with employee Satisfaction activities conducted by the hotel.
5. Majority of the Associates are Satisfied with the Human Resource team.
6. Employees have a positive impact that engagement activities help to maintain good working culture and find out the potential in oneself.
7. Most of the employees think that their team members are pleasant and cooperative.

Suggestions

- To attract more customers, Codeyoung to offer more courses.
- Advertising through social media needs to improve.
- Increase the customer billing section transaction in Website (for fast transaction).
- Codeyoung can improve their customer satisfaction level by providing better service.
- Improve the Company Websites.

Conclusion

Each organization point is to keep up with the drawn-out relationship with the clients and the business association. To obtain the expected clients, needs and requests ought to be recognized too consumer loyalty incredibly affects the whole business tasks. Along these lines, it is vital title association to comprehend what precisely the clients need and how to acquire steadfastness for the effective business. As it is talked about in part two, the client assumes a vital part in the market chain process. To make it clearer, fulfilled clients are the ones who creates the chance of the new clients. On the off chance that the existing clients are happy with the item and administration, then there are the possibilities of suggestion to the new ones. This will prompt the rising number of clients and could keep up with the level of the relationship with the clients.

This theory has gone into profundity to get the co-connection between consumer loyalty and client unwaveringness. The creator has come to realize that the client assumes a pivotal part in consumer loyalty and client reliability and is he base of the achievement. During the examination, the creators sorted out whether or not the clients are happy with the nature of the assistance and play out the errands as per the client's interest. The organization has fulfilled clients alongside faithfulness. One might say, that consumer loyalty is the key part of business benefit on the grounds that once the client arrives at their

fulfillment level, it might impact them to ceaselessly consume the assistance. In addition, they share their encounters with other individuals, which makes the chance of new clients. Similarly, disappointed individuals likewise offer their perspective about the items, about their sad encounters and lead towards a declining position to the number of clients.

References Books

1. Sontakki CN. "Marketing Research", Himalaya Publishing House, New Delhi".
2. Othari CR. "Research Methodology Methods and techniques", New 'get (international) publishing New Delhi.
3. Churchill. albert an\$ Dawn (acobucci, "Marketing Research 0 Metho\$ological1oun\$ations", South 23 estern, % Hodsonearning,
4. Crosby Phili. "Quality is he art o5 making &quality certain", Mc/raw Hill Custom Publishing, 789.
5. PR. Growing and Sustaining a customer - based Culture. Manchester: Manchester Business School, Literature Review, 2004.
6. Sparrow PR, Cooper CI. The Employment Relationship: Key Challenges for HR. London: Butterworth, 2003.
7. Heinemann Storbeck K. Customer profit tability, analysis and design issues. In J. Shorthand A. Parvatiyar (eds), Handbook of Relationship Marketing. London: Sage, 2000, pp. 565-584.
8. Stroud D. The 50 - plus Market. Kogan, 2007.
9. Stuart G. Missing the mark. Research World, March Sunday Times. The 100 best companies to work for 2007. London, 2007.
10. Sun Took F, Gidney D, Fredericks J, Rey T. Research for the Bottom Line: Converting What People Say to What People Do. Paper at Esomar Congress in Rome Bibliography 297, 2001.
11. Sun Took F, Murphy JA. Keeping the customer satisfy ed. FT Mastering Management Review, 1998.
12. Sun Took F, Murphy JA. Profit ting through segmentation. Customer Management, 2000.
13. Suntook F, Brooke C. From Customer Research to CRM: How Understanding the Customer is the Cornerstone of Effective CRM. Paper at Esomar Customer Relationship Management Conference in Prague Suntook, F., Ellinghaus U. and Strange, 2002.

Chapter - 12

Customers Satisfaction & Customer Loyalty in Choosing Codeyoung Company in Bangalore City

Dr. Pramod Kumar Pandey

School of Management, Presidency University,
Bangaluru, Karnataka, India

Satish S

School of Management, Presidency University,
Bangaluru, Karnataka, India

Abstract

In this competitive world, Employee Satisfaction plays an important role in the competent and challenging format of business. Employee Loyalty has been one of the most discussed as well as challenging aspect faced by most of the enterprises in present corporate world. Employee Satisfaction is the nerve that suffices the need of fluent and smooth functioning of work which helps in enhancing the quality of work life of employees and organizational development too. Employee satisfaction is a process that leads to qualitative as well as quantitative advancements on the employee performance in the organization. Majority of the employees are satisfied with the organization conducting Employee satisfaction Activities. Hence organization has to make sure their work environment is positive, attractive and reflective of goals and values. So, every organization needs to study the role, importance and advantages of employee engagement and its positive impact on individual development for the growth of the organization. Key words-Employee satisfaction, Individual performance, Employment Loyalty, Codeyoung.

Keywords: Customer Loyalty, employees, development.

Introduction

Codeyoung is a stage where your children can allow their minds to roam free. Understudies are instructed to be imaginative, inventive and use coding in the most potential strange manner.

Each business association's prosperity relies upon the Satisfaction & Loyalty of the clients. At the point when a business is going to begin, clients come all the time "first" and afterward the benefit. Those organizations that

are prevailing to fulfill the clients completely will stay in the top situation in a market. The present business organization has known that consumer loyalty is the critical part for the progress of the business and simultaneously it plays an imperative job to extend the market esteem. As a rule, clients are those individuals who purchase labor and products from the market or business that address their issues and needs. Clients buy items to meet their assumptions regarding cash. Thusly, organizations ought to decide their estimating with the nature of the item that draws in the client and keeps up with the drawn-out association. The association ought to ensure that they are offering full assistance, comparable to their money related esteem. This will build the quantity of clients and holds the drawn-out connection between the client and the association. Also, the current client will assist with drawing in the new clients by giving or sharing the data about the items and administrations of the organizations. Fulfillment means to feel content later what the individual wanted or needed. It is hard to tell whether the clients are happy with the accessibility. In the experimental review the author has utilized both subjective and quantitative examination techniques by planning a survey and meeting two primary interviewees of the case organization functional chief and project supervisor. There were 15 inquiries that were intended for the survey and 10 inquiries that were asked in the meeting with various people in the review. Likewise, the poll study was led with the clients of the Trivsel to sort out the consumer loyalty and steadfastness. The poll was circulated among 30 clients of Trivsel. The responses got past the meetings of the clients of Trivsel will make it simpler for the essayist to give ideas for additional improvement. Through the exploration, it would help the organization in the improvement and advancement in the administrations. Tem or administrations.

Survey of Existing Literature

Codeyoung, a beginning up that gives live internet coding classes to K12 understudies, has brought an undisclosed sum up in a seed round of subsidizing drove by US-based VC firm Guild Capital. Established by IIT-Delhi graduated class Shailendra Dhakad and Rupika Taneja, Codeyoung is determined to foster mental abilities and innovative reasoning among youngsters through coding. The ed-tech startup offers coding courses to K12 understudies between 5-16 years old. It is in accordance with India's new instruction strategy. The alteration recommends courses in programming and web advancement for understudies in class 6 or more. Presenting understudies to coding at the K-12 level is an approach to setting them up to adjust to what's to come. Coding ingrains a propensity for interest in their naive personalities; accordingly pushing understudies to address, notice, break down, and record

everything around them. Fanning the interest of youthful, curious personalities is the foundation of Codeyoung's main goal, and something the stage expects to accomplish locally.

Rupika Taneja, Co-organizer of Codeyoung, said "Our primary center has been to foster the most active educational program with extremely unmistakable learning objectives. We began our excursion by making programs in Coding as a method for conferring essential abilities to school kids in an agreeable and connecting way. Presently we have more than 15000+ children worldwide signed up for our different projects. The subsidizing will help us in contacting more understudies and sending off more projects lined up with our vision." The emphasis on creating inventiveness and unique reasoning instead of simply programming abilities has urged children to communicate their inclinations in human sciences and unadulterated sciences through coding. Codeyoung's educational plan reaches out past the drag and drop climate and outfits jokes with abilities to make industry-standard projects on well-known dialects like Python and Java. A sign of the program is the cooperative way to deal with learning collectively, an urgent expertise expected by the up and coming age of business visionaries and technologists.

Talking on the venture, Apoorv Gautam, Guild India Head, and COO, says "We at Guild Capital were very motivated by the vision of the organizers to democratize coding instruction all around the world. We see it as a basic empowering agent among K12 understudies to become future-prepared in this day and age. We think that coding will be basically as significant as some other language expertise before very long and presenting such courses at an early age will be essential. We are glad to join forces with the Codeyoung group and assist them with accomplishing their vision."

As per Shailendra Dhakad, Co-author of Codeyoung, "We accept that now is the ideal opportunity for Codeyoung's items and administrations. We have seen that individuals are tracking down esteem in acquainting their children with coding at an early age and seeing a great deal of positive effect on a child's inventiveness and certainty. Being consistent with our qualities, we intend to send off a few coding courses and commitment drives that will address the learning holes, in this manner contributing towards the kid's generally instructive prosperity. The trust shown by financial backers wants to make coding more tomfoolery and logical for school kids across the world." The raised assets will be utilized to increase in International Markets as well as fortify Academics Research, Technology, and Product groups.

Research Methodology

The purpose of doing research in the area of social media marketing and

brand awareness is because it seems huge, intimidating and foreign. Businesses are looking for clearer picture to start but do not know where and how to start doing social media marketing. In today's time, social media channels such as Facebook, Twitter, Google and other social media firms have successfully transformed attitudes and perceptions of consumers and in the end helped revolutionized many businesses. This was done through measurable vast network of customers with trustworthy data with real time feedback of customer experiences. It is much more convenient for businesses to conduct surveys online with a purpose to get relevant information from targeted groups and analyzing the results based on their responses. Potential customers can look for reviews and recommendations to make informed decisions about buying a product or using the service. On the other hand, businesses can use the exercise to take action on relevant feedback from customers in meeting their needs more accurately.

Findings

1. Employee Satisfaction & Loyalty activities helps to find potentials of person and learnings to work in the team.
2. Majority of the employees have a tremendous impression related to AAW and other Satisfaction activities held at Codeyoung Company.
3. Majority of the Employees supports that employee Satisfaction activities should be done at regular intervals.
4. Majority of the employees are satisfied and highly satisfied with employee Satisfaction activities conducted by the hotel.
5. Majority of the Associates are Satisfied with the Human Resource team.
6. Employees have a positive impact that engagement activities help to maintain good working culture and find out the potential in oneself.
7. Most of the employees think that their team members are pleasant and cooperative.

Conclusion

Each organization point is to keep up with the drawn-out relationship with the clients and the business association. To obtain the expected clients, needs and requests ought to be recognized too consumer loyalty incredibly affects the whole business tasks. Along these lines, it is vital to the association to comprehend what precisely the clients need and how to acquire steadfastness for the effective business. As it is talked about in part two, the client assumes a vital part in the market chain process. To make it clearer, fulfilled clients are

the ones who create the chance of the new clients. On the off chance that the existing clients are happy with the item and administration, then there are the possibilities of suggestion to the new ones. This will prompt the rising number of clients and could keep up with the level of the relationship with the clients.

This theory has gone into profundity to get the co-connection between consumer loyalty and client unwaveringness. The creator has come to realize that the client assumes a pivotal part in consumer loyalty and client reliability and is the base of the achievement. During the examination, the creators sorted out whether or not the clients are happy with the nature of the assistance and play out the errands as per the client's interest. The organization has fulfilled clients alongside faithfulness. One might say, that consumer loyalty is the key part of business benefit on the grounds that once the client arrives at their fulfillment level, it might impact them to ceaselessly consume the assistance. In addition, they share their encounters with other individuals, which makes the chance of new clients. Similarly, disappointed individuals likewise offer their perspective about the items, about their sad encounters and lead towards a declining position to the number of clients.

References

1. Sontakki CN. "Marketing Research", Himalaya Publishing House, New Delhi".
2. Othari CR. "Research Methodology Methods and techniques", New 'get (international) publishing New Delhi.
3. Churchill. Albert and Dawn (acobucci, "Marketing Research 0 Metho\$ological1oun\$ations", South23estern, %Hodson earning,
4. Crosby Phil. "Quality is he art o5 making &quality certain", Mc/raw Hill Custom Publishing, 789.
5. PR. Growing and Sustaining a customer - based Culture. Manchester: Manchester Business School, Literature Review Sparrow, P.R.and Cooper, 2004.
6. CI. The Employment Relationship: Key Challenges for HR. London, 2003.
7. Butterworth, Heinemann Storbeck K. Customer profit tability, analysis and design issues. In J. Shorthand A. Parvatiyar(eds), Handbook of Relationship Marketing. London: Sage, 2000, pp. 565-584.
8. Stroud D. The 50 - plus Market. Kogan Page Stuart, G. (2007) Missing the mark. Research World, March Sunday Times. The 100 best companies to work for, 2007.

Chapter - 13

A Study on Consumer Behaviour towards Online Apparel Shopping

Dr. Akhila R Udupa

Professor, School of Management, Presidency University, Bengaluru,
Karnataka, India

Sagar Nagoji

School of Management, Presidency University, Bengaluru,
Karnataka, India

Abstract

Shopping for fashionable clothes is easier than ever, so much so that you don't even have to step outside your home to get them. Isn't that crazy! We live in an era where things are delivered to people, and companies are racing to provide the cheapest price possible, in the hopes that you choose them. And this is exactly where the problem arises. With so many options, it can get confusing.

The research conducted with the objective to study "Consumer Attitude towards Online Apparel Shopping" gave me the opportunity to obtain feedback from the Customers. This project consists of data and their analysis, collected through a survey done on 100 peoples, the data collected has been well organized and presented. Hope the research and findings and conclusion will be of use.

Keywords: Consumer Behaviour, opportunity, research, project.

Introduction

Best Online Shopping Sites in India for Clothes

There are a lot of great clothing websites in India, but choosing the right one for your requirements can be tricky. These brands are known for their quick delivery and affordable prices, which makes them one of the best online shopping sites in India for clothes.

Flipkart

Flipkart is an Internet organization and has central command in Bengaluru, Karnataka, India. Flipkart has 21933 representatives and has an income of \$2,896M. It was established in 2007. Flipkart spends significant

time in internet shopping. Flipkart is a privately owned business. Flipkart is presently possessed by Walmart Inc after its obtaining in 2018 for 16 billion USD. Pioneers behind Flipkart are Sachin Bansal and Binny Bansal.

Subsequent to sending off in the year 2007, Flipkart raised a sum of 7.5 billion USD in 17 financing adjusts and Flipkart has obtained an aggregate of 12 organizations including Myntra, Jabong, eBay India and PhonePe.

Snapdeal

Snapdeal is an Internet organization and has base camp in Gurugram, Haryana, India. Snapdeal has 4553 workers and has an income of \$132M. It was established in 2010. Snapdeal works in web-based shopping. Snapdeal is a privately owned business.

Amazon

Amazon is an Internet organization and has central command in Seattle, Washington, United States. Amazon has 334555 representatives and has an income of \$3,393M. It was established in 1994. Amazon spends significant time in web-based shopping, online staple. Amazon is a public organization.

Myntra Jabong is an Internet organization and has central command in Bengaluru, Karnataka, India. Myntra Jabong has 4978 representatives and has an income of \$62M. It was established in 2007. Myntra Jabong spends significant time in web-based shopping. Myntra Jabong is a privately owned business. Myntra is presently claimed by Flipkart after its securing in 2014 for 300 million USD. Myntra is established by Mukesh Bansal. Subsequent to sending off in the year 2007, Myntra raised an aggregate of 342 million USD in 11 financing adjusts and Myntra has gained a sum of 83 organizations including Jabong, Blink, 20 Dresses. The CEO of Myntra is Ananth Narayanan. No one can ever disagree with the fact that Myntra is truly the baap of India's clothing industry. Ever since its inception, the company has changed the shape of India's fashion ecommerce market. Today, anyone who wants to buy a new dress first goes and stalks the amazing collection of Myntra. From top brands like Tommy Hilfiger to Puma, from Jack & Jones to Calvin Klein, you can get world class products under one roof.

Be it men, women or kids, Myntra caters to the needs of everyone! Be it t-shirts, shirts, trousers or kurtas for men and tops, dresses, shorts, skirts or ethnic wear for women, one can find all sorts of clothes on this platform at an affordable price. Head over to your favorite section and shop by applying the Myntra coupon and promo codes to get them at a discounted price.

Importance of Online Shopping for Apparels:

At some random time, there are a great many individuals on the web and every one of them is a likely client for an organization giving web-based deals. Because of the quick improvement of the innovations encompassing the Internet, an organization that is keen on selling items from its site will continually needs to look for an edge in the wild rivalry. Since there are such countless likely customers, it is of the out most significance to have the option to comprehend what the purchaser needs and needs. The significance of breaking down and recognizing factors that impact the customer when the person chooses to buy on the Internet is imperative. Since the Internet is another mode for there have been new requests set by the shopper. To that end it is critical for the internetbased retailers to realize what impacts the web-based shopper. Since web-based retailing is another retailing medium and online purchaser conduct is different from customary buyer conduct, one should recognize what impacts the web-based shopper. Breaking down the interaction that the web-based shopper goes through while choosing and making a buy over the Internet, shows a few factors that purchasers consider these variables should be distinguished and considered by online retailers to fulfill buyer requests and contend in the web-based mark.

Review of Literature

According to Bulowsky (2022), Amazon utilizes a staggered web-based business methodology. Amazon began by zeroing in on business-to-buyer connections among itself and its clients and business-to-business connections among itself and its providers and afterward moved to work with client to-client with the Amazon commercial center which goes about as a go-between to work with exchanges. The organization allows anybody to sell almost anything utilizing its foundation. Notwithstanding a member program that allows anybody to post Amazon connects and procure a commission on navigate deals, there is currently a program which allows those offshoots to assemble whole sites in view.

According to Surana (2022), Flipkart is an electronic business organization settled in Bengaluru, India. It was established in October 2007 by Sachin Bansal and Binny Bansal (no connection). Flipkart has sent off its own item range under the name "Digi Flip" with items including tablets, USB streak drives, and PC packs. As of April 2017, the organization was esteemed at \$11.6 billion. Flipkart was established on 2007 by Sachin Bansal and Binny Bansal the two graduated class of the Indian Institute of Technology Delhi. They worked for Amazon.com, and left to make their new organization consolidated in October 2007 as Flipkart Online Services Pvt. Ltd. Flipkart.

Nasidi (2022) in article entitled “Consumer Attitude towards Online Shopping in Selected Regions of Gujarat” published in Journal of Marketing Management stated that online shopping is gaining popularity among people specially the younger generation but in today scenario to become equally popular among all age groups e-marketing will have to cover a longer distance. As per study mode of payment is depended upon income of the respondents. People from different age groups are doing online shopping regularly. The attitude of consumers is changing with the time. In a country like India, consumers are finding online shopping very comfortable because of many variables like cash on delivery, customization or personalization of the websites, home delivery etc.

Makshitha (2021) in his article “Consumer’s Buying Behaviour towards Online Shopping A case study of Flipkart.Com users in Lucknow City” published in Abhinav stated that future of etailers in India looking very bright. E-retailers give consumers the best way to save money and time through purchasing online within the range of budget. Flipkart.com offering some of the best prices and completely hassle-free shopping experience. The whole concept of online shopping has altered in terms of consumer’s purchasing or buying behavior and the success of E-tailers in India is depending upon its popularity, its branding image, and its unique policies.

Research Methodology

Research approach is a framework to tackle the examination issue consistently. It is obligatory for the specialist to know not just the exploration system a valid justification of different strategies for directing examination.

Statement of the Problem

In the present society, the utilization of online entertainment has become very common among people. The increment of web-based entertainment use has introduced as a chance for business to coordinate showcasing endeavours, yet in addition as a test on what is the most effective way to connect the clients and grasp their inclinations.

The issue with this development of online entertainment action is that, by far most of people who utilize social locales exceptionally for new item or business audits, has the ability to emphatically or adversely impact a business' standing and benefits.

Objectives of the Study

- To identify the popular online apparel e commerce brands in India
- To identify the factors influencing consumer behavior for apparels

- To suggest suitable solutions which can enhance online purchase behaviour.

Testing configuration is a positive arrangement for acquiring an example from a given populace. It alludes to the strategy or methodology the analyst would take on in choosing things for an example configuration should set out the quantity of things to be remembered for the example and it is the size of the example still up in the air before information is gathered.

Sampling

Inspecting might be characterized as the method involved with acquiring the data about a whole populace by analysing just a piece of it. In any examination, assuming information are gathered distinctly from a delegate part of the universe. We say that information are gathered by inspecting

Sample Frame

A sample frame is the list containing all item in the population research has to prepare a sample frame for conducting the study the used sample frame is the customers of the Panasonic Company.

Sample size of a statistical sample is the number of observations that constitute it. The decision to decide the sample size must be scientifically made and should not be done arbitrarily because of the risk involved. Sample size should be not be neither too large nor to small. The number of samples selected from the population or universe constitutes a sample. Sample size for this study is 100 customers.

Sample Unit

This is the element or set of elements consider for selection on the stage of sampling the number of sampling unit selected in this particular study is respondents from the customers of the Panasonic company.

Sampling Techniques

There are different types of sampling techniques like probability sampling and non-probability sampling. The sample techniques applied in this research is convenience sampling. In convenience sampling selection, the researcher chooses the sampling units based on their convenience.

Data Collection Methods

Data collection is the process of acquiring data pertaining to the study. While designing about the method of data collections, we should consider the reliability and accuracy of data. Any statistical data can be classified under two categories depending upon.

These Categories Are

- a) Primary data
- b) Secondary data

a) Primary Data

Primary data are those data which are collected afresh and for the first time, and thus happen to be original in the character and it is generated by survey conducted by individuals or any organizations. The objective of primary data is formulated on the basis of research objectives. The cost benefit analysis should be made for determining the objectives of primary data collection. Here the primary data are collected from the customers of the Panasonic, with the help of questionnaire distributed among the customers, and collected needful information from the respondent.

Findings of the Study

- Ease of shopping and availability of offers is the most important factor influencing online purchase of apparels.
- Online stores are usually available 24 hours in a day. This results in choosing this platform for purchase action.
- Another aspect is product is available at reasonable price as compare to physical store price in market and people's mentality is "if product is available at Reasonable price so why should purchase from physical store
- Most of the people in professional segments are prefer to buying the products due to having lack of time and avoided to visits at physical stores.
- Most of the people motivate to buying the product because of their facilities and no need to travel to shop or physical store and the product is delivered at home with paying nominal charges.

Suggestions

Due to revolution in telecommunication sector no. of users of internet are increased in India in recent time and customers are using internet for online shopping but still for regular purchase most of customers first choice is manual shopping.

- To increase no. of customers for online shopping there is need of extensive publicity and promotion by online shopping companies to attract all class of customers

- Most of the customers are of opinion that shipping charges charged by companies are very high, it is suggested to companies to either reduce shipping charges or delivery of product should be given freely. Companies may use it as one of the promotional activities.
- After research it is observed that major hurdle behind development of online shopping is of customer awareness. Majority of customers are not aware about various pre and post services rendered by this online shopping companies.
- Companies should aware customers regarding how security regarding customer's credit card no. is maintained by companies.

Conclusion

Increased Internet penetration, a hassle free shopping environment providing to the online shoppers with one click and the product is delivered at home so, that's why more Indians prefer shopping online. But at the same time the companies need to reduce the risks related to consumer incompetence by tactics such as making purchase websites easier to navigate, and introducing Internet kiosk, computers and other aids in stores. The goal is not to convert all shoppers to online purchasing, but to show them it's an option. In addition to above, efforts need to be taken to educate the online buyers on the steps that need to be undertaken while making an online purchase. Moreover, the feedback of an online buyer should be captured to identify flaws in service delivery. This can be done through online communities and blogs that serve as advertising and marketing tools and a source of feedback for enterprises. I found that it is a challenge for E-marketers to convert low frequency online buyers into regular buyers through successful website design and by addressing concerns about reliable performance.

References

1. Bulowski S, Kühling J, Zierke O. Amazon und der deutsche paketmarkt: Wettbewerb oder marktmachthebelung? [Amazon and the German Parcel Market: Stimulus for Competition or Risk of Leveraging?] *Wirtschaftsdienst*, 2022;102(10):776-781. doi:<https://doi.org/10.1007/s10273-022-3289-y>
2. Surana N, Gandhi A. Analysis of the consumer purchase behavior of personal care products in a developing country. *Cardiometry*. 2022;(23):718-727. doi:<https://doi.org/10.18137/cardiometry.2022.23718727>
3. Nasidi QY, Ahmad MF, Garba M, Hafiz UA, Hassan I. The mediating role of advertisement in the relationship between social media and online risk and its effect on online shopping habits. *Iranian Journal of*

Management Studies. 2022;15(4):743-758. Retrieved from <https://www.proquest.com/scholarly-journals/mediating-role-advertisement-relationship-between/docview/2723855531/se-2>

4. Makhitha KM, Ngobeni K. The influence of demographic factors on perceived risks affecting attitude towards online shopping. *South African Journal of Information Management*. 2021;23(1). doi:<https://doi.org/10.4102/sajim.v23i1.1283>

Chapter - 14

A Study on Customer Relationship Management at Titan Watches

Jayakrishna Udupa H

School of Management, Presidency University,
Bengaluru, Karnataka, India

Mohammad Jheelan S

School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

In this article customer relationship management practices at TITAN watches is examined for its effectiveness.

Keywords: Relationship Management, technologies, customer lifecycle.

1. Introduction

Customer relationship management (CRM) is the combination of practices, strategies and technologies that companies use to manage and analyse customer interactions and data throughout the customer lifecycle. The goal is to improve customer service relationships and assist in customer retention and drive sales growth. CRM systems compile customer data across different channels, or points of contact, between the customer and the company, which could include the company's website, telephone, live chat, direct mail, marketing materials and social networks. CRM systems can also give customer-facing staff member's detailed information on customers' personal information, purchase history, buying preferences and concerns. The use of CRM systems can benefit organizations ranging from small businesses to large corporations, through having customer information such as past purchases and interaction history easily accessible can help customer support representatives provide better and faster customer service. Collection of and access to customer data can help businesses identify trends and insights about their customers through reporting and visualization features. Automation of menial, but necessary, sales funnel and customer support tasks.

2. Literature Review

Rizwan Ullah Khan. *et al.* (2022) investigate the impact of customer

relationship management (CRM) and company reputation on customer loyalty with customer satisfaction mediating the relation among small and medium-sized enterprises. Customer satisfaction is essential for company reputation and loyalty because a company's reputation largely depends on customer satisfaction in turbulent markets. Therefore, the current study is conducted in the Pakistani context to examine the customer believes regarding the company reputation. Due to uncertainty in the Pakistani market, no company can go smoothly in this turbulent market. To achieve the main objective of the study, data were collected from registered firms operationalized in Islamabad and Rawalpindi and verified by the Small and Medium-sized Enterprises Development Authority (SMEDA). Structured questionnaires were employed and total 345 questionnaires were distributed among the top management and 217 responses were received. After excluding those responses which were missing and not correctly completed, the remaining 181 were used for final analysis. For hypothesis testing, AMOS was used. Hence, our findings suggest that customer relationship management and company reputation have a positive and significant impact on customer loyalty. Additionally, customer satisfaction partially mediates the relation among customer relationship management, company reputation and customer loyalty. Hence, this study offers some suggestions to policymakers and practitioners. They should build deep trust among the company's staff, which will become a good source of company reputation. In addition, different steps such as advertising, public relations and marketing campaigns are significant in changing customer's behaviors.

The point of departure for this study is the understanding of customer relationship management (CRM) as a set of technological solutions key for efficient business management, the benefits of which, highlighted by previous works, are presented and defined here as crucial for entrepreneurial success. Of particular interest for this purpose are the existing studies on sustainability, which provide a viable research model to assess and validate the potential effect of each CRM component (sales, marketing, and services) on the three dimensions of sustainability (economic, environmental, and social). Upon confirmation of our hypotheses, the subsequent validation of such model should bring a better understanding of the way in which CRM-related benefits may increase the positive impact of its components on each dimension of sustainability. CRM can hence be considered a sort of Green IT, oriented toward digital transformation and sustainable business model innovation. Indeed, this research model may be the basis for a more specific methodology to measure the impact and benefits of applying CRM, understood, as we will contend, both in terms of sustainable business models and innovation.

Hermenegildo Gil-Gomez. *et al.* (2020)

Megawati Simanjuntak, *et al.* (2020) The objective of this study was to analyse the effects of customer-perceived value, corporate image, and service quality on customer satisfaction, as well as to analyse the direct effect of switching barriers on customer retention, and to analyse the direct and indirect effects of customer satisfaction on customer retention. The conceptual research framework was examined by subjecting data pertaining to 310 customer car loans to structural equation modelling (SEM). The study findings indicated that customer-perceived value, corporate image, and service quality have a significant effect on customer satisfaction, while switching barriers have a significant effect on customer retention. Although customer satisfaction does not have a significant effect on customer retention, the indirect relationship that occurs through customer trust shows that the trust in the credit process and the service provided will prompt customers to use the company's products or services when applying for new credit. The managerial implications of these findings include grouping customers, determining sales targets based on customer groups, offering products that have more advantages over competitors, providing credit packages and special programs to promote low-interest rates, and forming telesales as information channels. This research provides an overview of the loyalty of customers that will reuse the previous car loan company when reapplying for credit.

3. Objectives of the Study

To familiarize with the Customer Relationship Management strategies implemented by the organization.

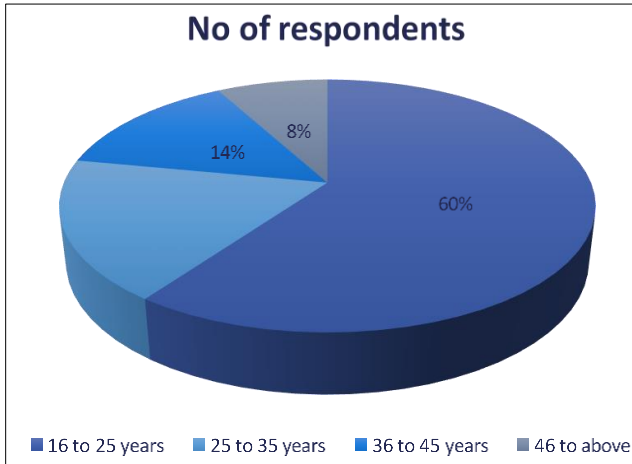
To analyse the effectiveness of the customer relationship management strategies implemented and its impact on revenue generation.

4. Research Methodology

This study is said to be of descriptive nature because the study aims to describe the characteristics of consumers as well as to determine the perceptions of product characteristics.

The approach used in the study is survey method. Research approach includes surveys through structured questionnaires. Sampling method used in this research is simple random sampling. Here the sample size taken for the study is 100 respondents in Bellary city. The data collected has been tabulated and the percentage of respondents of each factor has been calculated using tally mark operation. Data collected has been converted into quantitative figure. The percentage of analysis has been done to draw the conclusion.

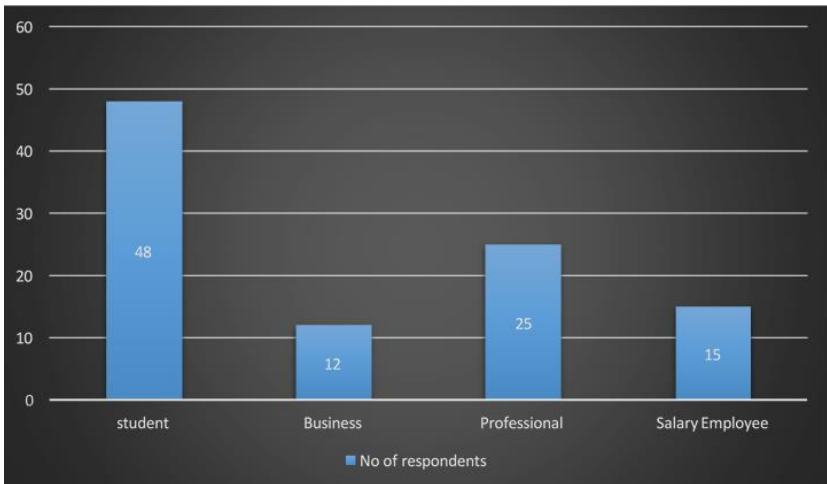
5. Data Analysis



Graph 5.1: Age distribution of respondents

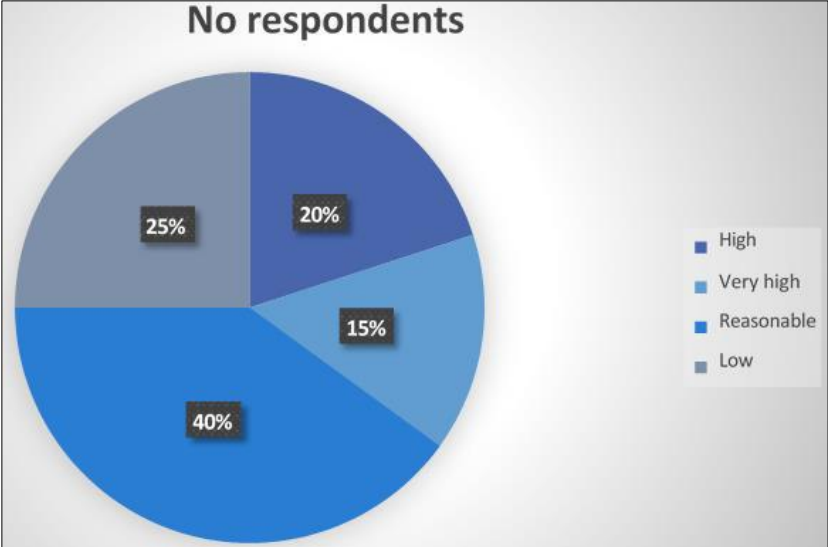
Analysis

From the above table it is noted that 16 to 25 years of age group constituted 60% of the total response. 26 to 35 years of age group people constituted 18% of the total respondents. 36 to 45 years of age group constituted to 14% of the total response. And 46 years and above age people constituted only 8% of the total respondents.



Graph 5.2: Showing the occupation profile.

From the above table and Graph it is noted that 48% of the respondents fall in student's category. 12% of the respondents fall in business category. 25% of the respondents fall in professional, and the remaining 15% fall in the category of salaried employees.



Graph 5.3: Perception about price of Titan watches by respondents

From the above graph we can understand 25% of the people think price of the products are low and 40% of the people feel price is reasonable. 15% of the users feel very high about the pricing strategy of Titan products and finally 20% of the people feel high on the pricing strategy of Titan.

6. Findings

- The study revealed that 60% of respondents were under 16 to 25 years of age. Which means that most of the buyers are young people who choose to purchase Titan watch items.
- The study finds that 48% of respondents are students who are clients of titan watches. It is thus that titan watches need to show greater value on goods where students still want to purchase
- The study found that 76% of consumers visited more than once, but 24% visited only once. This will help to maximize customer returns to the store again by having more productive store workers who are kind.
- 45% of the respondents were pleased with the consistency of the

goods produced by Titan watches, the project revealed. This suggests that they are not so pleased about it, which indicates that they would have to improve their output a little to keep the customer incredibly happier and win their loyalty.

- The study reported that 15% to 20% of respondents are very high and even high, indicating that some people believe that watches are not worth the money. Thus, by making any right judgment, the organization will make the pricing fairer with price.

7. Conclusion

The study examines the management of customer relationships in Ballari's Titan showroom. Titan, in recent years has seen steady growth and huge turnovers. The research was undertaken to assess the company's efficiency and business standing with the client's analytical relationship. The research helped to gain feedback for the enhancement of titan watches' goods and services and helps to figure out the customer relationship.

8. References

1. Hermenegildo Gil-Gomez, Vicente Guerola-Navarro, Raul Oltra-Badenes, José Antonio Lozano-Quilis. Customer relationship management: digital transformation and sustainable business model innovation, *Economic Research-Ekonomska Istraživanja*. 2020;33(1):2733-2750.
2. Megawati Simanjuntak, Nadia Putri E, Lilik Yuliati N, Mohamad Fazli Sabri. Len Tiu Wright (Reviewing editor) Enhancing customer retention using customer relationship management approach in car loan bussiness, *Cogent Business & Management*. 2020;7:1.
3. Rizwan Ullah Khan, Yashar Salamzadeh, Qaisar Iqbal, Shaohua Yang. The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty: The Mediating Role of Customer Satisfaction, *Journal of Relationship Marketing*. 2022;21(1):1-26.

Chapter - 15

A Study on Student's Satisfaction on BYJUS Learning App in Bengaluru

Bipasha Maity

Professor, School of Management, Presidency University,
Bengaluru, Karnataka, India

Akshay GG

Student, School of Management, Presidency University,
Bengaluru, Karnataka, India

Abstract

Digital education now has a platform because to the growing prevalence of smart phones and internet connectivity as well as the fact that e-learning is absolutely new to India. There are 3 million subscribers to the BYJU'S app across the nation. Various e-learning apps are in rivalry with one another on the market. Knowing the BYJUS app subscribers' degree of satisfaction in this situation is crucial. This study therefore focuses on how satisfied users are with BYJU'S learning app.

Keywords: Study, Digital education, BYJUS app, internet connectivity.

Introduction

In the modern corporate world, understanding consumer expectations and perceptions is becoming increasingly popular. The methods of learning and teaching have also been the subject of several studies and research projects. Constructivism is a contemporary method of learning and teaching that acknowledges students' understanding and knowledge based on their personal experiences. There has been a change in the way that people want to learn; parents and kids are now more at ease using online learning because it can be accessed from any location at any time. As of January 2020, BYJU'S has a valuation of \$8 billion, making it the third-largest unicorn in India. Byju's is the market leader in India's ed-tech sector as of March 2019, with greatest revenue of almost \$205 million. The purpose of this essay is to ascertain subscribers' contentment with BYJU'S products.

Objectives

1. To find out the factors motivating students to prefer BYJU'S learning app.
2. To measure the satisfaction level of students on BYJU'S learning app.

Research Design

A systematic questionnaire created using Google Form was used to gather the main data. In this study, data were gathered by the survey approach from Bengaluru. The respondents who are BYJU'S customers or are aware of the services offered by BYJU'S in India are included in the sample unit. A sample size of 60 people was chosen. Purposive sampling was employed to choose the samples.

Literature Review

According to Mukherjee (2020) the BYJU'S App makes an interactive learning experience. The premium subscription is a bit costly for the average earning Indian consumer. Chavan and Shukla (2018) discusses the approach of e-entrepreneurship taken by the founder of BYJU'S to start Edtech Company to serve maximum students through a digital platform. Learning applications are expanding among students. Found that portable learning applications can be extremely helpful in the advanced education condition. (Ansari, 2017). In the same line, Bada and Olusegun (2015) emphasized Constructivism refers to self-learning and knows how to learn things more conceptually. Keengwe and Kidd, (2010) provided a brief historical perspective of online education as well as describe the unique aspects of online teaching and learning. Suri and Sharma (2013) conducted a study to determine gender attitudes toward e-learning. A study of 477 students concluded that there is no significant link between the attitude of the class and the attitude of the students towards e-learning.

Findings

This section discuss about the results.

Class of respondents		
Class	Number	%
Between 5-8	15	25
Between 9-12	45	75
Total	60	100
Gender of Respondents		

Female	36	60
Male	24	40
Total	60	100

Source: Primary data

From above Table 1 it is seen that 75% of respondents belong to class between 9-12 and rest 25% of respondents are of the class between 5-8. Among the respondents 60 % are female and 40 % are male.

Table 2: Usage of BYJU'S app for the past

Particulars	Number	%
6 months	9	15
1 year	17	28.3
More than one year	15	25
More than 2 years	19	31.7
Total	60	100
Source of information		
TV ads	17	28.3
Teacher suggested	16	26.7
Friends suggested	19	31.7
Cousin suggested	8	13.3
Total	60	100

Source: Primary data

Table 2 shows that 31.7% of respondents had been using the BYJUS app for more than two years, 25% for more than one year, 28.3% for one year, and 15% for less than a year. It is also believed that 13.3% of respondents subscribed to the app after their cousin suggested it, while 28.3% of respondents were influenced by TV commercials, 26.7% by teachers, and 31.7% by friends.

It was discovered that 53.3% of respondents agreed, 45% strongly agreed, and the remaining 1.7% were ambivalent on the use of apps for education. The majority of respondents (68.3%) agreed that the app made studying easier, with 26.7% strongly agreeing, and the remaining 5% being neutral. Additionally, it can be noted that 68.3% of respondents agreed that visual depiction of subject matter simplifies learning, while 28.3% strongly agreed and 3.3% had an unfavorable opinion.

In regards to the information provided by the app, the majority of respondents—63.3%—agreed with the statement, while 28.3% strongly agreed and 8.3% were neutral. None of them are disappointed with the

information the app has supplied. Additionally, it was discovered that 5% of respondents disagreed and the remaining 5% strongly agreed that they use the app for a long period, with 56.7% of respondents agreeing that they do so for longer than two hours and 33.3% agreeing with them.

Additionally, it can be shown that 7.5% of all respondents are satisfied with the exams offered by the app, 10% strongly agreed with the statement, 13.3% are neutral, and 1.7% are not. It is evident that 76.7% of respondents agreed with the statement that doubts are communicated promptly, 10% strongly agreed, 11.7% had a neutral opinion, and the remaining 1.7% disagreed. It demonstrates that 70% of respondents agreed with the statement that instructors are competent about the subject matter they teach, 25% strongly agreed with that statement and the other 5% had an unfavorable attitude. It can be shown that 48.3% of respondents agreed with the statement that BYJU'S app costs a little bit of money, while 26.7% strongly agreed, 18.3% were neutral, and 6.7% disagreed that BYJU'S app is inexpensive for them. Additionally, it shows that 25.7% of respondents strongly agreed with this statement, leaving 18.3% of respondents with a moderate opinion, while 56.7% of respondents thought that the subscription of the app on the website appropriately represents what they offer.

It is evident that 50% of respondents disagreed with the statement on the subscription to other learning apps, 13.3% strongly opposed, 13.3% are indifferent, 21.7% agreed, and the remaining 1.7% highly agreed. The majority of users didn't download any other learning apps for education. It is evident that 53.3% of respondents were in favour of recommending BYJU'S app to others, 33.3% were extremely in favour of the recommendation, and 11.7% were undecided. According to the findings, 68.3% of all respondents highly agreed that learning is made more fascinating by using visual aids, while 30% of them also strongly agreed with this statement and the remaining respondents were undecided. The results show that 58.3% of respondents agreed with the assertion that BYJU'S app is an excellent tuition replacement, while 30% of respondents strongly agreed with the statement and the other 10% are indifferent. Additionally, it can be shown that while 73.3% of respondents agreed that BYJU'S app tutors could be contacted readily, only 15% highly agreed and 10% had an unfavorable attitude.

Regarding whether there are any videos on YouTube that are superior to those on the BYJU app, we can observe that 46.7% of respondents have a neutral attitude, suggesting that there aren't any, while 25% and 3.3% of respondents strongly agreed with this statement. About 20% of the respondents disagreed, while the remaining 5% strongly disagreed with the

assertion.

It was found that 51.7% of respondents strongly agreed with the statement that BYJU'S app's brand image was superior to other online learning applications, compared to 31.7% who only agreed and 15% who had an unfavorable attitude. Learning difficult subjects was made entertaining and simpler with the BYJU'S app, according to 48.3% of respondents, 38.3% of whom only agreed with the statement, and 13.3% of whom expressed no opinion. The majority of respondents (61.7%) strongly agreed with the assertion that artificial intelligence makes learning exciting; 21.7% also agreed; 13.3% had an unfavourable attitude; and the remaining 3.3% disagreed. The majority of respondents said they were happy with the BYJU'S app's overall performance, with only about 10% of them having an unfavorable opinion. This indicates that users of the BYJU'S app are happy with it.

Conclusion

According to the study, women make up the majority of the subscribers. The majority of them are happy with the knowledge the programme provides, the visual depiction of concepts, and the orientation exams that were held. They are pleased with the services offered by tutors as well. The BYJUS APP is excellent for studies and makes them more fascinating. Tuition can be replaced with the BYJUS APP. The results of this study show that the majority of students are happy with their subscription to the BYJUS Learning APP and concur that it is interactive, convenient, and efficient.

Suggestion for Future Research

This study can be extended by using statistical models in future work.

References

1. Ansari MS. An investigation of mobile learning apps in higher education in India Research gate. 2017;2:1.
2. Bada SO, Olusegun S. Constructivism learning theory: A paradigm for teaching and learning. *Journal of Research & Method in Education*. 2015;5(6):66-70.
3. Chavan RR, Shukla A. New Generation E-entrepreneurship-A Case study of BYJU's. *Sumedha Journal of Management*. 2019;8(3):228-232.
4. Keengwe J, Kidd TT. Towards best practices in online learning and teaching in higher education. *MERLOT Journal of Online Learning and Teaching*. 2010;6(2):533-541.

5. Sruthi P, Mukherjee S. Byju's the Learning App: An Investigative Study On The Transformation From Traditional Learning To Technology-Based Personalized Learning. International journal of scientific & technology research, 2020, 9.
6. Suri G, Sharma S. The impact of gender on attitude towards computer technology and eLearning: an exploratory study of Punjab University, India. International Journal of Engineering Research. 2013;2(2):132-136.