

# A STUDY OF THE CONSUMER BUYING BEHAVIOUR OF CLASSMATE PEN

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## ABSTRACT

Researchers at ITC Ltd since May 2, 2013, the business environment in the two months until July 2, 2013, Kottayam Management and Research as part of Mahatma Gandhi in a meeting with students of the MBA degree has researched to familiarize themselves. The research theme is "research rejecting buying habits of students."

The pen is used by a product. According to the market option to buy brand buy their own choice from different types of contests in different brands of pen, write, color, quantity, source, etc. It was very difficult to understand the purchase price for the property; How can I buy a brand, but trying to make? Some things that they are looking for? Does this mean that she is not? There are conditions to purchase a product; it is good to see it? Does this mean that she is not? What questions and sellers?

This method is a simple and easy way because data collection is done through questionnaire method

## 1. INTRODUCTION:

### 1.1 BACKGROUND

The main purpose of all production must adapt to meet the needs of different people. want to buy a free-market economy, the free market for the use of the product in. Edit consumers can send signals to producers and products comprehensively. Factory, so, one can find the products needed by consumers. Customer privacy is closely related to the user's likes and dislikes, and hope. For expert

legal and information technology, and more importantly, the participation of the legal situation in recent years, changes in consumer habits. Thus, product developers, customer management, are more cautious.

The last year of life for a large number of users in India has changed dramatically and the process of change has already begun. habit to buy the consumer, such as, for example, economic conditions for many reasons, not affected by the level of culture, protection of the environment, research, housing, stores are part of the region, the media, etc. The group Population variable consumption cohesion - age, job, jobs, markets income, capital, and consumer behavior is interesting.

Market behavior, how and why we vote on product-making decisions for the user. This value is needed to determine how to apply for the use of resources (time, money, and effort) on the study is carried out. No matter how much they buy and where to buy it, and how often they buy time, it will be considered, this study aims to stall in the pen and purchasing habits of understanding. He also called to carry out the marketing strategy right or wrong. ITC research would be useful to develop a strategy for the future.

### 1.2 SCOPE OF THE STUDY

1. In this study, the candidates will help inspire customer acquisition and
2. This study will help us learn more about the company and buy their products

3. Study the marketing of the product will help the company to identify the complexity

4. This survey will help to improve the composition of the company's strategic and decision-making

### 1.3 STATEMENT OF THE PROBLEM

Buying habits marketers, marketers know that students of one of their colleagues and competitors

### 1.4 OBJECTIVES OF THE STUDY

- Learn about the pen industry.
- Reading and users to use the pen.
- To find conditions for the user to buy paint.
- Find became famous.
- assess the impact of training for users
- The lack of effectiveness of online shopping
- Help the company's target customers for marketers to make the right marketing mix.

### 1.5 LIMITATIONS OF THE STUDY:

Not the end of the study. To improve future research, thus, critical reviews and research are essential for the evaluation. Taking into account the research and scientific implications and there are some restrictions:

1. Many reasons may affect the user experience, and the pen is not possible to monitor all of them. Thus, in this study, it was limited to the study.
2. Based on the answers, you cannot be there to investigate.
3. The nature of the tour completely. In other words, it represents the average customer.
4. The research conducted a limited period. Thus, a complete investigation is conducted

## 2. RESEARCH METHODOLOGY

### RESEARCH

Researchers know the result of the problem, so the process is ready to help in solving the second-level called "special education research in all fields of new information for the study or research.

### 2.1 RESEARCH METHODOLOGY

Scientists and mission to identify and use the same equipment, technology, called the event to explain and predict. And describes the methods used to develop data collection and evaluation. Through the method of assessment can provide useful information.

### 2.2 RESEARCH DESIGN

To solve the problem of the design of scientific research, there is a way to obtain information and methods necessary.

**Degree of research question:** Ask the candidate's research: the study of the habits of the customer.

**Time Dimension:** This study research on the method of intersection (8 weeks ago at the same time, not much research has been done) can be done.

**Research Instrument:** research, here is a tool used in the study. Open to all to learn and use the latest questions

### Method of Data Collection

Data were taken in two ways.

- **Primary Data:** Data are collected on the first and it is the basis for the movement. Participants used in the collection, verification, and discussion and qualitative comparisons. Basic information very useful for research and the results, as they provide very high accuracy and precision. the

questionnaire, the researchers collected data (ie personal interviews).

- **Secondary Data:** - Secondary data for a specific purpose and studies are now collected by one person. Two magazines, the Internet and other information sources.

### Sampled Population

Village group of people, their names or terms, all in all, regions of the world during the investigation, the user and the application, as well as many of the pens, is removed from the population, the number of sellers. Population models including those with various entrepreneurs table, businessman, student, housing, etc.

### Sampling Area

This is an example of this mosquito. Kottayam district of Kerala, scientists samples from different areas

### Sample Size

For example, part of the sample selected from the population. Research consumer survey, and 50 operators, for example, 100

### Sampling technique

This research uses a sample suspected.

## 2.3 STATISTICAL TOOLS USED

- **PERCENTAGE METHOD**

In this project percentage method test and used.

## 3. DATA ANALYSIS & INTERPRETATION

### DATA ANALYSIS AND INTERPRETATION

Analysis of data to determine the connection between the current issue of the scientific data. This relationship between the problems of data analysis and data collection and analysis of

research for the development of one hundred percent.

### INTERPRETATION

In the process of teaching is to translate the data collected. It explores how information, data, information and explains the importance of this research and empirical analysis. According to the results of this study aims to provide a comprehensive and clear understanding.

### 3.1 CONSUMER BUYING BEHAVIOUR QUESTIONNAIRE ANALYSIS

#### SAMPLE SIZE DETAILS:

Sample Population: business, personal, business people, students, housing

Sample Size: 100 Consumers

Q 1). Which type of Pen do you currently use?

Findings: - About 84% of the respondents use the Ball Pen. First, with the use of the best ink pen, and 12%, and Premium selected by the user from the current market conditions

Inference: - Using a large number of users, and another pen, a ballpoint pen

Q2). Does this mean that she is not? If you prefer to write the question, what brand?

Purpose: - The main purpose of this question can be found in the market today is very favored by brand

Findings: - (Ie 46% of users in the diagram), Mark Reynolds and Lexi is 12%, followed by Columbia University and were analyzed using a 25% response, but earlier, only 9% of the students.

Inference: - Monticello among consumers and competitors by brand favorites

Q 3). Does this mean that she is not? Your purchase price, usually a pen, how?

Findings: The above can be defined as 60% of the responses to the above address, select the 15-20 price range pen. 5. In the case of a low price, a high price will be between Rs 15-20 and above. This is good for the user.

Inference:- With many users, exposing the pen (or Larry) price range better than 5-10

Q 4). Where to buy the paint you like?

Findings: This answers common as companies station that can be up to 81% above analysis diagram

Inference: - Users can purchase the shop's color..

## 4. FINDINGS OF THE STUDY

### 4.1 FINDINGS

- Among the many different types of users, is the favorite
- Monticello Fire, the leader of the market and the various drugs available in the market, is also favored by many consumers.
- the market price, which is very popular among 5 5-10 range.
- Many prescriptions to buy from stalls color.
- the consumer buying process is smooth tool effective in yard
- TV advertising to consumers to buy a pen is a very smart medium.
- sale of advertising to consumers, although it has little effect, so the effect of the five elite.
- Friend Finder's customer purchase decision very influential.
- Every company, even when there is no customer loyalty for the quality of the product that will be given to the customer.
- Most customers buy each year £ 10
- Funding pen client is small, do not like to fill in their pen
- Only 39% of respondents in a survey of their classmates.

- the source of the high degree of the sale took place at the entrance of the school.
- The main reason for the sale of products in many stores high-visibility
- twice in two weeks, most of the sellers
- Sellers of people interviewed, only 24% had a brick and mortar
- To increase sales partners can increase your sales.

### 4.2. SUGGESTIONS

Tips for ITC Ltd. Magazine business, the seller, and the sale of research and analysis, as well as training and education on the topic.

- Monticello Corporation R5 bed of 20. The price range of these low prices because many would like to buy a pen, is the market leader in the product. Classmate demand can be satisfied by the products according to the same standards too low. Thus, user various vegetables and a range of 5 to 20, aimed at the savings rate, and recommend products.
- "Shop Now", caste, class reader, only 5 samples can exceed several customers like him.
- Closely with the company to monitor the incidence of rural marketing methods.
- Classmate market launch of the company, consumers should be more, but there are many things in the news.
- Another, more or less, you need to shop with ads, but by the gift of understanding, the same brand can be improved.
- These goods such / tasks that affect different parts of the customer purchase decision is the result. Therefore, the overall goal should be the common point of sale. The company and the decision to buy them, we need to look at the behavior of the various target groups.

Their products are used to manufacture and market products used in the above, it is, of course, is such a part of the competition, because of Prachi and a good and efficient state.

## 5. CONCLUSION

Jobs: "Classic" on various aspects of student conduct research, writes, especially the habits of consumers has helped the study.

Research and understanding, as well as the customers of the proposed activities and products, developed for the analysis of customer satisfaction. Cheese in every field of industry, the other tried to cover most of the market share. Therefore, the work of the company must be careful to ensure high quality and customer service.

Researchers hope to prevent competition from the company's point of view, the use of materials, and hope to see the matchup. Overall, the researchers of ITC Ltd company executives involved in the actions of high intelligence have concluded that the obligation to ensure the deportation.

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