

Research on Factors Affecting Consumer Behaviour

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1. Reference of Study

The following data is collected using the data of 17 participants from a random selection of participants. The following data includes information of various people at various stages in their life. This data will help us understand better which participant at which stage in their life would be interested which kind of products and also the ones they would not want to or reduce purchasing. The following data was collected using Google Forms.

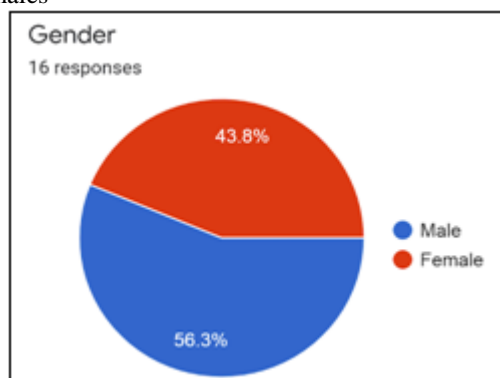
Family Codes

- 1) The Bachelor Stage: Young, single person under age of 35 years.
- 2) Newly Married: Young couples, no children
- 3) Full nest 1: Young married couples with youngest child under 6 years of age.
- 4) Full nest 2: Children from 6 years to 12 years of age.
- 5) Full nest 3: Older married couples dependent teenage children living at home
- 6) Empty nest 1: Older married couples with no children living with them, parents still employed
- 7) Empty nest 2: Older married couples with no children living with them and parents retired.
- 8) Solitary Survivor: The widower is still working and no children living with them
- 9) Solitary Survivor: The widower retired and no children living with them

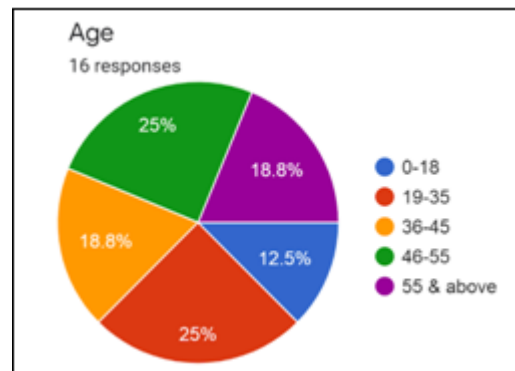
2. Demographics

Information about the Participants:

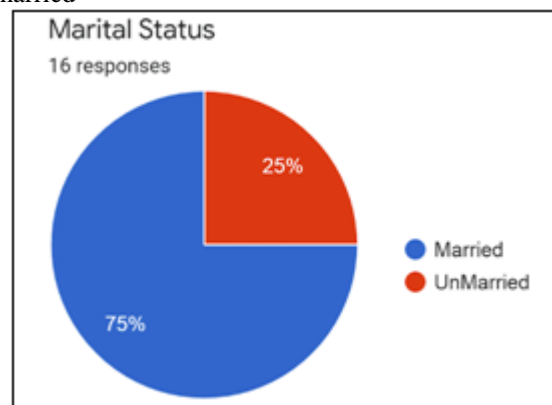
- 1) Gender profile was more dominated by males over females



- 2) The highest no. of responses were from (19-35) & (46-55) categories.

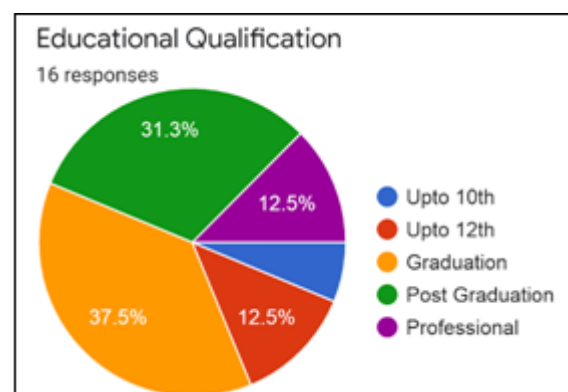


- 3) Most of the participants of the selected group were married



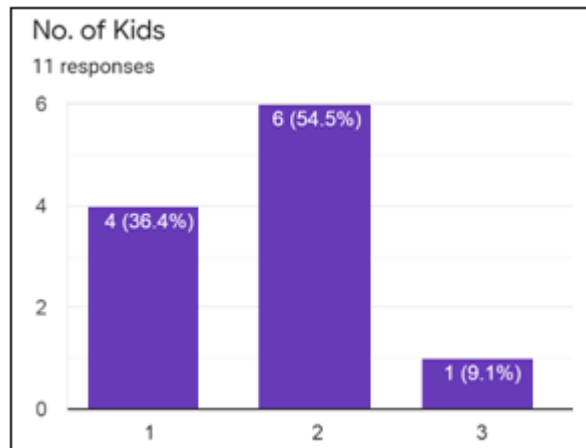
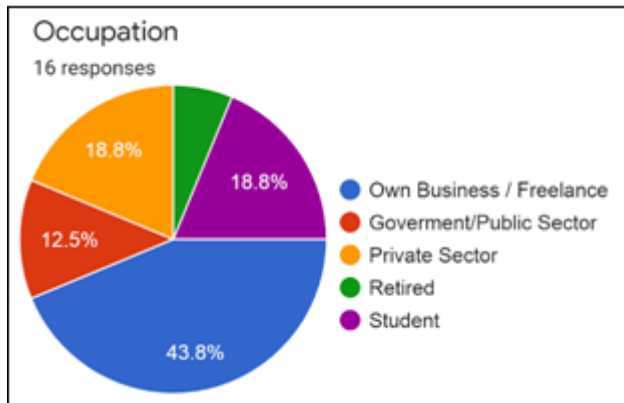
4) Educational Qualification

The educational qualification of the selected group was dominated by people who had graduated or doing graduation, the next majority was people who completed their post-graduation, the next there was had an equal division of participation where the number of professionals and (up to 12th) were the same and finally there were participants who were in the up to 10th educational qualification.



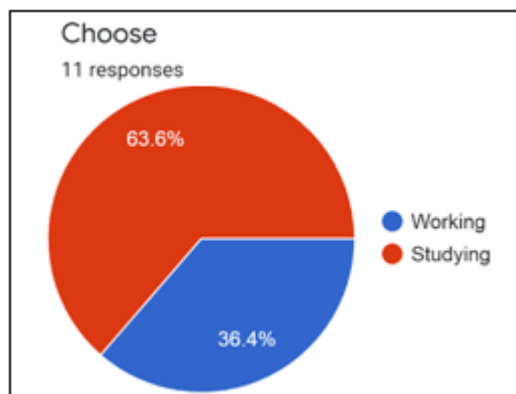
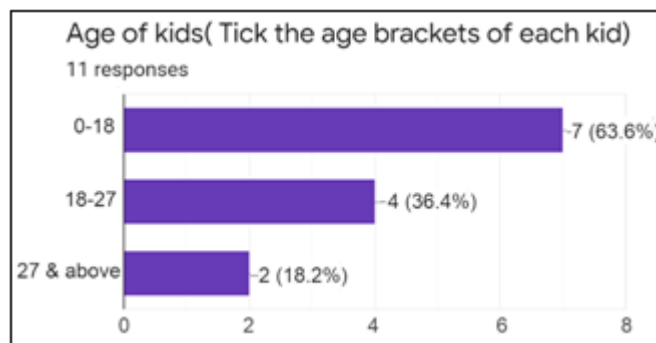
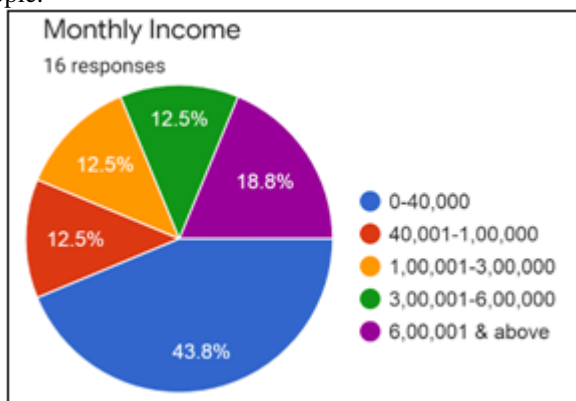
5) Occupation

The occupation of the selected group was dominated by the people who had their own business or did freelancing, and in the next their were two groups of Students & Private Sector Employees having equal no. of people. Next majority were the people in the Govt/Public sector. Least no. of the people were from the Retired sector.

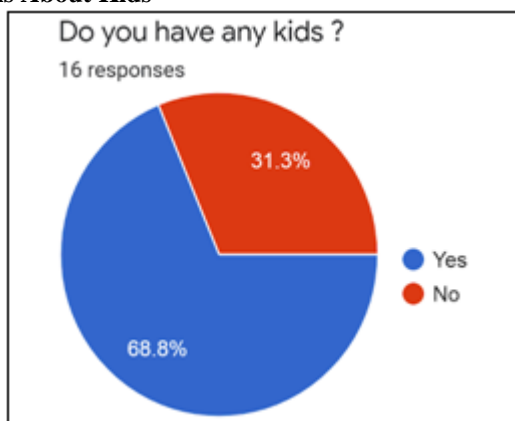


6) Monthly Income

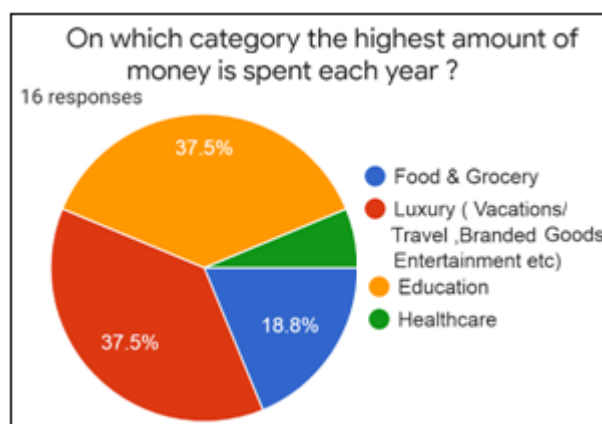
Majority of people had income in the range of (0-40000). Next major group had income in the range of (6 lakh & above) and the next 3 income groups had equal no. of people.



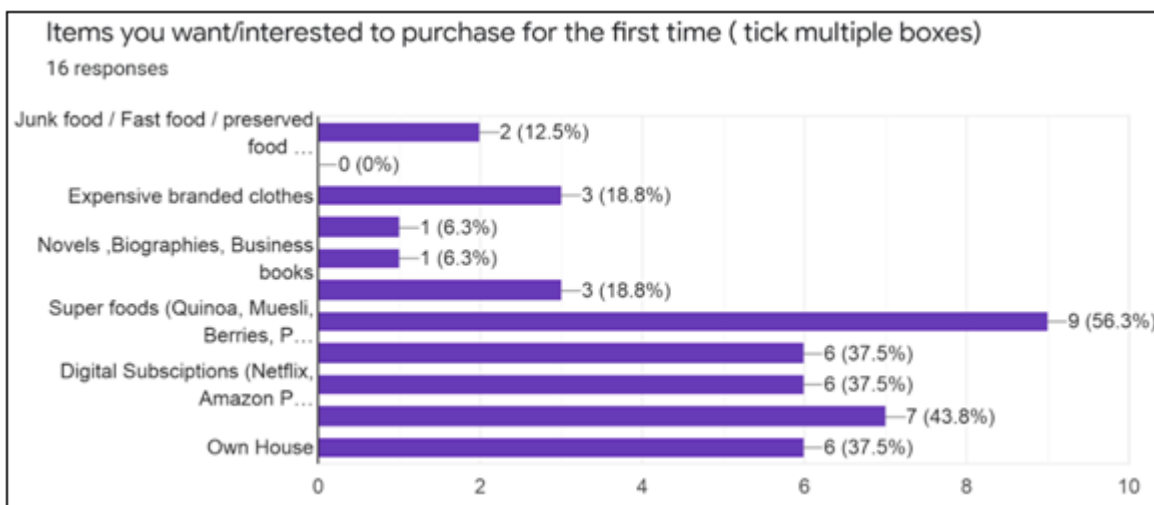
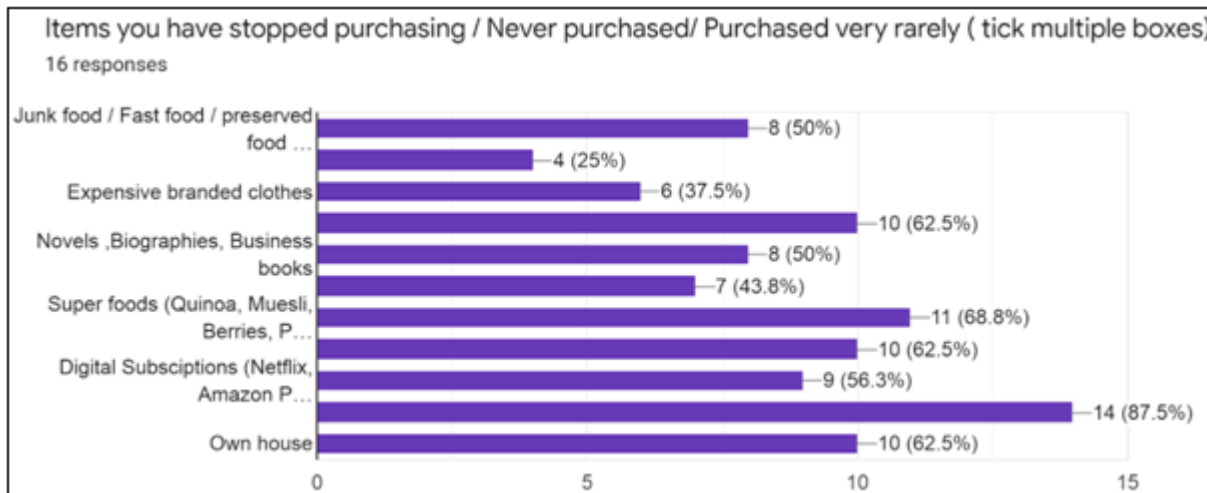
Details About Kids



Consumer Behaviour & Patterns



Majority of people told that a major proportion of their income is spent on the Education & Luxury Sector. Both groups had equal no. of responses.



Family Code	Stopped /Never purchasing	Want to purchase
1	Own house	Luxury Cars
2	Junk food	Quinoa seeds
7	Superfoods	Digital Subscription
3	Junk foods	Organic foods
5	novels	Muesli
1	Branded clothes	Self help books
4	Preserved food	Own house

3. Analysis

The above results show us how the participants are moving toward a healthier and organic lifestyle. People were interested in items which would improve their health & also reduce risks of diseases i.e. why the category of “Super foods /organic products” had the most no. of selections

another point of interest for the participants was which is another item people in the mean age bracket would spend on. The items people would stop purchasing “Junk Food, Fast Food & Instant premixes” which match to the corresponding items people would like to purchase. This shows how people now are trying to live a healthier and better life and that people think about what affects their health, so target products for such people would be more healthier products like “Muesli ,Brown rice , Cold pressed Juices, etc.”.

4. Suggested Consumption Patterns for marketers

<i>Stage</i>	<i>Consumption patterns</i>
1. Young single (Bachelor)	Outdoor sporting goods, sports cars, fashion clothing, entertainment and recreation services.
2. Young married with no children	Recreation and relaxation, insurance, home furnishings, travel, home appliances, high purchase rate of durables.
3. Young married with child	Baby food, clothing, and furniture, invests in housing insurance, washer-dryers, medical services/supplies for children, toys for children.
4. Middle aged with children at home	Children's lessons, large food purchases, dental care, higher priced furniture, auto and housing, fast-food restaurants.
5. With no children at home	Luxury products, travel, restaurants, condominiums, recreation, make gifts and contributions, high discretionary income, solid financial position.
6. Older (married or single)	Health care, home security, specialised housing, food products, recreation geared to the retired, general cash poor.
7. Solitary survivor	Money-saving products, frozen foods, rental house, child care, time-saving appliances and food, cash poor.