

## **1.1 INTRODUCTION TO THE TOPIC**

### **Consumer Behavior in Marketing both offline and online purchase especially in optical outlets.**

Marketing is so much more than creating a catchy phrase or a jingle people will sing for days. Understanding consumer behavior is a vital aspect of marketing. **Consumer behavior** is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met..

#### **Meaning and Definition:**

Consumer behavior 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.

Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers.

#### **Definition**

1. According to Engel, Blackwell, and Mansard, ‘consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption’.

#### **The Three Factors**

To fully understand how consumer behavior affects marketing, it's vital to understand the three factors that affect consumer behavior: psychological, personal, and social.

#### **Psychological Factors**

In daily life, consumers are being affected by many issues that are unique to their thought process. Psychological factors can include perception of a need or situation, the person's ability to learn or understand information, and an individual's attitude. Each person will respond to a marketing message based on their perceptions and attitudes. Therefore, marketers must take these psychological factors into account when creating campaigns, ensuring that their campaign will appeal to their target audience.

## **Personal Factors**

Personal factors are characteristics that are specific to a person and may not relate to other people within the same group. These characteristics may include how a person makes decisions, their unique habits and interests, and opinions. When considering personal factors, decisions are also influenced by age, gender, background, culture, and other personal issues.

For example, an older person will likely exhibit different consumer behaviors than a younger person, meaning they will choose products differently and spend their money on items that may not interest a younger generation.

## **Social Factors**

The third factor that has a significant impact on consumer behavior is social characteristics. Social influencers are quite diverse and can include a person's family, social interaction, work or school communities, or any group of people a person affiliates with. It can also include a person's social class, which involves income, living conditions, and education level. The social factors are very diverse and can be difficult to analyze when developing marketing plans.

However, it is critical to consider the social factors in consumer behavior, as they greatly influence how people respond to marketing messages and make purchasing decisions. For example, how using a famous spokesperson can influence buyers.

## **1.2 STATEMENT OF THE PROBLEM**

Understanding the customer's behavior is crucial for marketing, as it is the best way to get a better understanding of the customer's previous experience and expectations. By studying our customers' behavior, we can understand **why they buy certain products and use certain services**. Based on customer behavior, we can **increase the sales efficiency of our products or services**.

## **1.3 OBJECTIVES OF THE STUDY**

In general terms, consumer behavior is a psychologically-based study of how individuals make buying decisions; what motivates them to make a purchase. Several facets of consumer behavior exist, such as:

### Primary objective

- To find out how a consumer feels about certain brands, products, or services
- To understand what motivates a consumer to pick one product over another and why
- To analyse what factors in a consumer's everyday environment affect buying decisions or brand perceptions and why
- To find out how consumers make decisions in groups or when they are alone.
- To understand what impact undergone in offline to online purchase among youngster
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### Secondary objective

- Need identification to buy the product
- Information search relating to the product
- Listing and evaluating the alternative
- Purchase decision
- Post purchase evaluation by the marketer.

#### **1.4 SCOPE OF THE STUDY**

The scope of the study is to analyze product policies, price policies, decisions regarding channels of distribution and channels of sales promotion, exploiting marketing opportunity and implementing the updates technological impact in optical sector and outlets to identify consumer behavior .It focus on overall consumer behavior in spectacle and optical sector.

#### **1.5 RESEARCH METHODOLOGY**

The study will be conducted to achieve the aforesaid objectives including both exploratory and descriptive in nature and involve personal interviews that will be based on Methodology defines the purpose of research.

#### **SOURCE OF DATA**

While deciding about the method of data collection for the study, the researcher should keep in mind two types of `data viz, primary data and secondary data.

Primary data are collected by the researcher for the first time or for the current study. Primary source includes personal meetings or interviews. As a primary source of the researcher had collected the information from different employees, through questionnaire.

Secondary data is the data that have been already collected and readily available from other sources. Such data are cheaper and more quickly obtainable than primary data and also may be available when primary data cannot be obtained at all. The sources of secondary data were the;Company website, journals, magazines and other published records of the optical sector.

#### **DATA COLLECTION INSTRUMENTS**

The tool used for data collection is questionnaire. A questionnaire consists of number of questions printed or typed in a definite order on a form or set of forms. In this method, a questionnaire is given to the persons concerned with a request to answer the questions and return the questionnaire. This method is proved effective because of the following merits;

- There is low cost even if the universe is large and widely spread geographically.
- Large samples can be made are of and results can be made more dependable and reliable.

#### **ANALYSIS OF DATA**

After collection of data, from the consumers each question was analyzed using percentage analysis method and other relevant analysis needed for the research.

#### **UNIVERSE OF THE STUDY**

Universe is the total population available for study. The universe of the study comprises of all the consumers of the specified area.

### **SAMPLING UNIT**

➤ Sampling unit may be geographical one such as state, district, village etc. or a construction unit such as house, flat, etc. or it may be a group, industry or it may be an individual. Various fields in the optical industry

### **SAMPLING DESIGN**

➤ The process of inferring something about a large group of elements by studying only part of it is referred to as sampling. The sampling design used for conducting the study is simple random sampling.

➤ Under simple random sampling each member of the population is known and equal chance of being selected.

### **SAMPLE SIZE**

Since the duration of project was limited, a sample size of 350 was chosen to be studied in consultation with the optical sector.

## TOOLS USED FOR DATA ANALYSIS

The purpose of using ratio or percentage is to simplify the problem of comparison, percentages reduce two distributions to a common base, thus make comparison simple.

### **Data represented by:**

- o Bar diagrams

A bar chart or bar graph is a chart with rectangular bars with lengths proportional to the values that they represent. The bars can be plotted vertically or horizontally.

- o Pie Charts

A pie chart (or a circle graph) is a circular chart divided into sectors, illustrating proportional. In a pie chart, the arc length of each sector (and consequently its central angle and area), is proportional to the quantity it represents.

### What Is the Role of Consumer Behavior in Marketing?

As addressed above, the organizations that not only solve, but best communicate that they solve, real consumer problems are the ones that win in the market today. Therefore, consumer behavior insights can be used to inform almost all areas of your marketing strategy. This may include what content you should be creating within your blogs and other content mediums, the types of stories you tell in your video and display advertisements, or even how you adjust your product lines to deliver what the consumer wants.

### Sources of Consumer Behavior Data for Marketers

Consumer behavior insights can be derived through a variety of ways. They may come from analytics provided by your marketing or sales platforms, they may be a result of surveys, or they may come from your own analysis of publicly available data (such as search engine data). The more you understand your ideal customer, the better you can tweak your marketing efforts to woo those individuals.

As the world becomes overwhelmingly digitally driven. Many, but not all, components of consumer behavior can be captured by the analytics provided within the marketing channels your company already uses. These may include your programmatic display advertisements, search ads, and website content. In these cases, click through rates, page views, and site conversion activity can tell you a lot about what consumers do and don't like, what marketing content works, and what doesn't.

But there's a large amount of consumer behavior data that is outside of a marketers' readily-accessible view. Such as how consumers are engaging with competitors' websites - and how those sites' content influences consumer behavior in-turn. Analytics solutions that leverage competitive intelligence in combination with search behavior data have the ability to guide marketing strategies in a variety of ways.

From My Desk

The marketers who leverage the power of consumer behavior data automatically take giant steps forward in their race against competitors to reach their audience. If consumer behavior is currently driving your marketing strategy, you may be missing out on important marketing opportunities right in front of you.

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