

# Consumer Behaviour Marketing Analysis Using Data mining Concepts

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## Abstract

The aim of marketing Nowadays, it is important to understand the interests of each customer to make the relationship between the customer and the merchant easier. By studying the purchases made by customers, companies can create campaigns and promotions based on their profile, avoiding that they receive unnecessary notifications [1]. Companies are using data mining to extract knowledge which helps marketers in creating custom services for certain customers based on their interests [2], and thus, the use of data mining techniques is important to create efficient marketing campaigns [3]. The use of data mining allows the extraction of potentially interesting patterns or information from large amounts of data. It is used by several types of companies and organizations with different purposes: marketing, finance, communication, among others. The use of these techniques also has several objectives, such as, sales behavior, customer satisfaction and corporate profits. Thus, data mining helps companies make better decisions [1]. In order to allow an efficient usage of Data Mining techniques on activities of different sectors, some methodologies have been defined. Cross-Industry Standard Process for Data Mining (CRISPDM) is one of them, and contains six topics: business understanding, data understanding, data preparation, modeling, evaluation and deployment .that time my paper developing to customer like lot of products and thinks people look very fashion moments for (eg) dress, bag, food, jewelry, baby goods etc. Still very viral looking for mobile phone usages that one all empire in the world. How to people share the feedbacks and cluster at working with usage Smartphone usages for all age for. Reports and company maintain the consumer data base then how to improve the customer touch points find out the A brand is defined as “a name, term,

sign, symbol or special design or some combination of these elements that is intended to identify the goods or services of one seller or a group of sellers by usages of new idea methodology for data mining concepts.

*Keywords* — Mining, Consumer

## INTRODUCTION TO MARKETING AND CONSUMER BEHAVIOUR

The aim of marketing is to meet and satisfy target consumer's needs and wants. The field of Consumer Behavior studies how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires. Predicting consumer behavior and knowing customers is a difficult task. Customers may say something but do another. Organizations and marketing managers need to understand the secrets behind consumer behavior and develop mechanism to measure them also. The marketer should identify and map consumer's behavior and then try to develop marketing strategy to satisfy customers and retain them for longer period of time.

The ultimate objective of any business is to earn profit by satisfying and retaining customers. This is easier said than done. This is because consumer's need evaluation is a dynamic process and what consumer states as a need or want may not guide him to make the expected purchase decision. The consumer's buying behavior is influenced by cultural, social, personal, and psychological factors. Cultural factors exert the broadest and deepest influence. Sometimes even consumer may not be aware about his deeper motivations and the reason 'why' of buying and may change his mind. In spite of such diversities among consumers there are many similarities in their behavioral pattern.

Results from such studies will help marketer to proactively design a marketing offer which consumer is likely to ask.

## **MEANING OF CONSUMER BEHAVIOUR**

The term 'Consumer Behavior' refers to the study of how individuals make decisions to spend their available resources on consumption related items. Studying customers provide clues for developing new products, product features, prices, channels, messages, and other marketing-mix elements.

## **DEFINITION OF CONSUMER BEHAVIOUR**

"Consumer Behavior is the process and physical activity individuals engage in when evaluating, acquiring, using, and disposing of goods and services." -Louden-Dellabitta.

"Consumer Behavior refers to the behavior that consumers display in searching for purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs. Study of Consumer Behavior is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. -Schiffman and Kanuck.

In order to survive and grow the organization has to delight the customers. Consumers will be delighted if they get more than what they expect. Study of consumer behavior helps in knowing their expectations and the sacrifices they are ready to make in order to fulfill those expectations. Study of consumer behavior assumes that consumers are actors in the market place. Consumers play various roles in the market place. Starting from information provider to consumer, from user to payer and to disposer, consumers play roles in the decision process. Different people play different roles in different stages of purchase. A purchaser or customer may not be the same person for example a person who purchases a product for the family may not be the consumer of the product. Consumers may take the form of an organization or group. Decisions by organizations and groups can be studied as organizational buying behavior or group buying behavior. An enterprise-

oriented decision making is organizational buying behavior, family behavior can be termed as group buying behavior. It is important to know how a consumer makes his decision regarding buying, or not buying any product, service, idea, concept or thought.

The Stimulus Response Model of Consumer Decision Making:

The starting point of developing understanding of consumer decision process is stimulus response model. This model is also known as Input-Processing-Output model. The consumer decision process is a series of activities and steps of decision making leading to a purchase function. It represents a problem-solving approach. This is the simplest model to explain the consumer decision process. The mechanism is the same as in any processing activity in which there are three factors namely inputs, processing, and outputs. The inputs in the form of product, price, and place and promotion mix of marketing programs are fed into the consumer information processing box and it leads to a set of outputs.

## **INTRODUCTION TO BRAND PREFERENCE**

A brand is defined as "a name, term, sign, symbol or special design or some combination of these elements that is intended to identify the goods or services of one seller or a group of sellers. A brand differentiates these products from those of competitors". (American Marketing Association.

**Brand consists of following components:-**

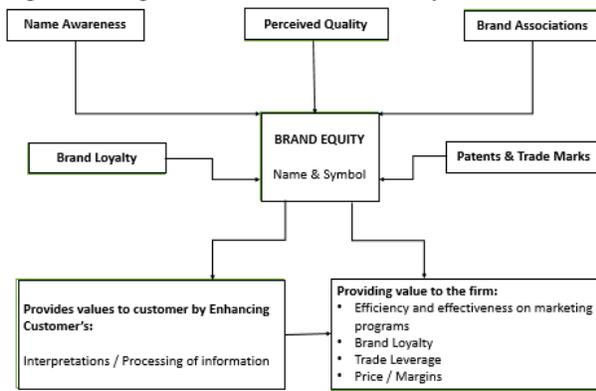
- Brand name i.e. written part of the brand. E.g. coca cola.
- Brand Mark – symbol of the brand.
- Trade character: -e.g. Nippon Doll for Nippon paint, Colonel Sanders of KFC.
- Trade Mark: - legal designation indicating exclusive right to use the brand.
- Trade name: - the full legal name of the organization. E.g. TATA.

**A brand not only distinctly identifies product or service but also convey following:**

- Attributes: - A brand may convey attributes of the product. E.g. Limca suggest lemon content.
- Benefits: - An attributes should eventually transform into emotional and functional benefits.

E.g. Raymond suits convey emotional benefit of the complete man.

- Values: - The brand may convey values associated with themselves. E.g. Tata stands for quality.
- Culture: - A brand also represents certain culture. E.g. coke is an icon of American culture whereas Shilpa Bindis represent Indian culture.
- Personality: - Brand communicates human like personal characteristics. E.g. Raymond is suave, sophisticated whereas Sprite is clear thinking and rational.
- Users: - Brand clearly states their user segment. E.g. Pulsar indicates urban youth.

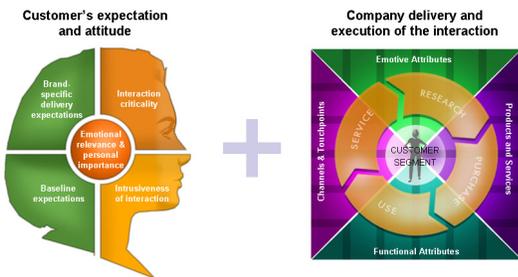


**Definitions of brand preference are as follows:-**

Selective demand for a company's brand rather than a product, the degree to which consumers prefer one brand over another

The percentage of people who claim that a particular brand is their first choice.

**Attributes of brand preference**



**Intersection of Preference and Expectation**

Basic communications model for development of brand preference

To better understand the process of brand preference, let's first look at a basic communications model. The five components of this model are sender, medium, filter, receiver, and feedback. On a daily basis, we are exposed to messages (sender/medium) via our radio, television, billboards, Internet, mail, and word-of-mouth. Although these messages are pervasive, we continually screen out (perceptual screen) or ignore content that has little or no relevance to us. All messages are coded patterns and sensations – colors, sounds, odours, shapes, etc. Those messages deemed recognizable, or a basis for a relationship, are decoded and stored in our memory (filter/screen). A successful convergence between sender and receiver will result in some type of response to a brand's compelling message (feedback).

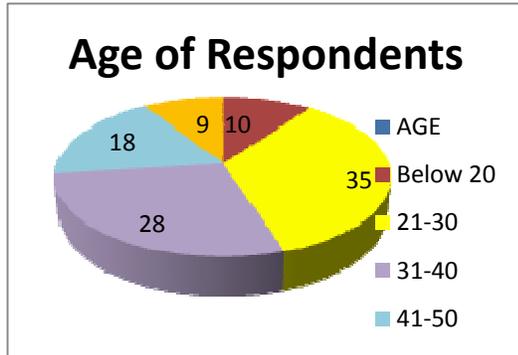
Cellular services can be further divided into two categories: Global System for Mobile Communications (GSM) and Code Division Multiple Access (CDMA). The GSM sector is dominated by Airtel, Vodafone-Essar, and Idea Cellular, while the CDMA sector is dominated by Reliance and Tata Indicom. Opening up of international and domestic long distance telephony services are the major growth drivers for cellular industry. Cellular operators get substantial revenue from these services, and compensate them for reduction in tariffs on airtime, which along with rental was the main source of revenue. The reduction in tariffs for airtime, national long distance, international long distance, and handset prices has driven demand.

Consumer like advanced version company names:

1. Lenovo
2. Samsung
3. Sony
4. Redmi
5. Oppo

## 6. Vivo

### Age of mobile phone usages:



### Conclusion:

The paper present perform of data mining obtain group of peoples like usage and customer like to Information technology has brought tremendous changes in the present socio-economic environment. The telecommunication services in India have increased its horizon. The craze for branded mobile phones in India is increasing substantially. The entry of private sector in the field of communication industry has intensified the competition. Therefore, the knowledge of “what the customer thinks” and “what consequently would contribute to his satisfaction”, is at the requirement of the marketer .The present study aims to assess the a study on consumer behavior towards brand preference for mobile phones in Chennai city . The Mobile phone sales have touched a new high ever since the introduction of technologies like Camera, Games, Ring tones, extendable memories in the form of Memory Cards, Video Recording, Bluetooth, Wi-Fi, GPRS, Touch Screen, Voice Assistant etc. Mobile Phones Games have captured the interests of youngsters and adults. Many people are actually addicted to them. The large and bulky gaming devices have reduced to either handheld video games that are certainly pass or the play stations that are way too expensive.

Mobile phone has become one of the important necessities of consumers. Demand for mobile phone have impacted in emerging of new

mobile phone companies and varieties of features even introduced in market. Consumers are very much concern while purchasing mobile phone. During olden days phones are used for communication purpose but know the purpose was diversified. Consumers purchase their favorite brand for sending E-mail, downloading files, using GPRS and WAP facilities. They wanted accessories such as 4G Support, USB and memory card. Slim and light structure, brand image, appearance and qualities are the reason behind the purchase of mobile phone.

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