



“A STUDY ON CONSUMER BEHAVIOUR AND MARKET RESEARCH ON BRAND BUILDING Undertaking at My Captain”

Mr. Saket Solanki, Research Scholar, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

Dr. Amarjit R Deshmukh, Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

Mr. Yashwant Kumar, Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

Dr. Rohtash Kumar, Associate Professor, New Delhi Institute of Management (NDIM), GGSIPU, New Delhi

Abstract:

Education in India is primarily provided by public schools (controlled and funded by the government at three levels: central, state and local) and private schools. Under various articles of the Indian Constitution, free and compulsory education is provided as a fundamental right to children aged 6 to 14. The approximate ratio of public schools to private schools in India is 7:5.

India has made progress in increasing the attainment rate of primary education. India's improved education system is often cited as one of the main contributors to its economic development. Much of the progress, especially in higher education and scientific research, has been credited to various public institutions. While enrolment in higher education has increased steadily over the past decade, reaching a gross enrolment ratio of 24% in 2013 there still remains a significant distance to catch up with tertiary education enrolment levels of developed nations, a challenge that will be necessary to overcome in order to continue to reap a demographic dividend from India's comparatively young population.

Customer needs analysis is the process of identifying what requirements the customers has for a product or service. It's used in a variety of product and brand management contexts, including concept development, product development, Value Analysis, and Means-End Analysis or Customer Value Analysis. The goal of a customer needs analysis survey is to understand the customers' needs and their position in the overall market.

Keywords: Customer needs analysis, Networking Opportunities, brand image, Consumer Buying Behavior.



Introduction:

The Climber is an EdutechStartup which was started to help students make an informed Career Decision and pursue their passion in offbeat career options. We do this through our Main Product MyCaptain (www.mycaptain.in) that helps students Learn What they Love, Live and Online with Young and exciting Mentors. With MyCaptain, we have mentored more than 65000 students all across India so far and have seen amazing success stories of teenagers publishing their Novels, becoming Entrepreneurs, starting their Blogs, Shifting into Freelance Photography, Building their own apps and more.

We live in a country where future writers, designers, developers, entrepreneurs are clueless about how to take the first step into their passionate career. As a result, they are pushed into the fields they aren't interested in.

At MyCaptain, they aim to create a Passion Revolution and solve this problem by providing opportunities to students to pursue their dream.

MyCaptain is an online mentoring platform by young people from across the globe to mentor school and college students in their fields of interest and passions.

At MyCaptain we connect Schools and College students to young Achievers (Captains) in their field of passion. We mentor students through long online workshops where they experience the basics of a field in a practical and guided manner. The students get to join a community of like-minded individuals from all across the country, attend MyCaptainmeetups, events and get internship opportunities.

The Internet has brought a revolution across different sectors right from the way we order food, book a cab or for that matter in our education. Teachers have been using technology in their classrooms to make the learning interesting for students, and at the same time, students have been using internet predominantly to do more in-depth research on the subjects of their interest. Online learning is a very convenient mode for students, provided they have good bandwidth. However, similar to classroom education, it requires self-discipline, time management skills, determination and a strong motivation. And, making the best use of online education is the key.

The online course sector is the kick start of learning new skills with high flexibility and with great ease. People often prefer learning new and advanced skills just by sitting at their homes with their laptops and mobile phones without taking much pain into consideration.

Some out of all the benefits of the same are listed below :-

1. Flexibility

Students have the freedom to juggle their careers and school because they aren't tied down to a fixed schedule. In a traditional classroom setting, class meeting times are set, and the student has



no power over this, forcing them to work their schedules around these dates. Most people who choose online learning tend to have other commitments, and prefer this mode of learning as it gives them power over how they will delegate their time towards their different projects.

2. Reduced Costs

Online education can cost less due to a variety of reasons. For example, there is no cost for commuting. Assorted costs that are related to transport, such as fuel, parking, car maintenance, and public transportation costs don't affect the online student.

3. Networking Opportunities

Online education also provides students with the chance to network with peers across nations or even different continents. This often leads to other opportunities in terms of collaboration with other individuals in the implementation of a project. At the same time, it makes them culturally sensitive and able to fit into other environments easily given their exposure to other cultures.

Consumer Buying Behavior refers to the actions taken (both on and offline) by consumers before buying a product or service. This process may include consulting search engines, engaging with social media posts, or a variety of other actions. It is valuable for businesses to understand this process because it helps businesses better tailor their marketing initiatives to the marketing efforts that have successfully influenced consumers to buy in the past.

It is the study of consumers and the processes they use to choose, use (consume), and dispose of products and services, including consumers' emotional, mental, and behavioral responses. Consumer behavior incorporates ideas from several sciences including psychology, biology, chemistry, and economics.

Literature Review:

The concept "brand image" has drawn significant attention from academics and practitioners since it was put forward, because it played an important role in marketing activities. Although brand image was recognized as the driving force of brand asset and brand performance, few studies have elaborated on the relationship between brand image and brand equity. Based on the brand image theories, this study reviewed extant studies about the impact of brand image on consumer from perspective of customer equity. It also presented the shortcomings of current research and pointed out the trends for future study.

According to Park et al. (1986), the construction and maintenance of the brand image is prerequisite to the brand management . Theoretically, all products and services could be demonstrated by functional, symbolic or experimental elements, through which brand image is established. Up to now, scholars haven't come to an agreement on the definition of brand image. Throughout prior literature, researchers define brand image mainly from four perspectives:



blanket definitions, meanings and messages, personification, cognitive or psychological elements.

According to the self-concept theory, one's self-concept is a collection of perception about himself that includes elements such as capabilities, characteristics, shortcomings, appearance and personality. For marketers, examining the consistency between the brand image and consumers' self-concept is very important, because consumers might display various self-concepts in different social context. But whatever the context is, consumers would think better of the brand as long as the brand image is in line with the their self-concept .

Chang et al. (2005) identified store infrastructure, convenience, store service and sales activities as the four components of store image, and they all impact customer satisfaction directly. Chitty et al. (2007) also empirically proved the dominant role of brand image in predicting customer satisfaction in the hospitality industry. Moreover, the congruence between the brand image and customers' self-image would enhance customer satisfaction and customers' preference for the brand. Customer loyalty could be recognized as the extension of customer satisfaction.

In the last decade, emotional branding has become a very influential manner of brand management. As suggested by Roberts (2004), brand emotion is the cultural implication embodied in a brand, and emotional branding is a highly effective way to cause customer reaction, sentiments and moods, ultimately forming connection and loyalty with the brand. Even the traditional brand management pattern based on customer perception now has incorporated emotional branding into it. In the unprecedentedly competitive marketplace, brand emotion is the bond between the brand and the customer, and the key to expanding the market. Future studies could explore the relationship between brand image and consumer behavior from a brand new perspective—brand emotion.

OBJECTIVES OF THE STUDY :-

- To study the techniques used by MyCaptain to identify the needs of their potential consumers
- To analyse the promotional techniques adopted by MyCaptain to improve their Brand Image
- To identify the methods used by MyCaptain to generate their sales leads
- To study the direct Competitors of MyCaptain with reference to the services, quality, price, offers and other factors



SCOPE OF THE STUDY:-

- To study the consumer behaviour towards a particular brand
- To reach the target customers through various promotional techniques
- To study and analyse the factors that drives the consumer behaviour
- To study the relationship between brand building and customer satisfaction

Scope& Limitations:

Scope

- To study the consumer behaviour towards a particular brand
- To reach the target customers through various promotional techniques
- To study and analyse the factors that drives the consumer behaviour
- To study the relationship between brand building and customer satisfaction

Limitations:

- The study was taken under a particular time constraint
- The sample size was only 100 due to most customers didn't answered
- The study contains the problems faced by the interns as well as the customers
- The data of the study was collected at a general level
- This study has not been conducted by an expert and may still have loopholes



Need of the study:

The specific study was conducted under a specific time constraint and the data is limited. There is a large scope of the same study having better time period, data and expertise. The study may result different in different geographical areas, segments, sample size and customers base choose for same organization.

The organization should start paying focus and customer support, the rate of customers leaving the organizational services, switching to another alternative is increasing and might soon lead to fall of customer base, the competitor may find it as an opportunity to grab the new customers and in the same time holding on to their previous ones by providing them desired gifts. MyCaptain should look forward to appoint more permanent staff and use of interns for the same., the intern should be the medium of contact which even if lost the customer has a contact with upper management of that inter/employee.

RESEARCH METHODOLOGY

Research methodology simply refers to the practical “how” of any given piece of research. More specifically, it’s about **how** a researcher **systematically designs a study** to ensure valid and reliable results that address the research aims and objectives.

For example, how did the researcher go about deciding?

- **What** data to collect (and what data to ignore)
- **Who** to collect it from (in research, this is called “sampling design”)
- How to **collect** it (this is called “data collection methods”)
- How to **analyse** it (this is called “data analysis methods”)

In a dissertation, thesis, academic journal article (or pretty much any formal piece of research), you’ll find a research methodology chapter (or section) which covers the aspects mentioned above. Importantly, a good methodology chapter in a dissertation or thesis explains not just **what** methodological choices were made, but also explains **why** they were made.

In other words, the methodology chapter should **justify** the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn’t.



Sources of Data Collection:

PRIMARY DATA

The data which is collected fresh and for the first time and thus happen to be the original one characteristic is called primary data.

SECONDARY DATA

The data which is already collected by someone else and which have been passed through the statistical process is known as the secondary data.

Research Analysis Method:

1. Descriptive Research Design:

Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the *how, what, when, and where* questions of a research problem, rather than the *why*. This is mainly because it is important to have a proper understanding of what a research problem is about before investigating why it exists in the first place.

It is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question

2. Exploratory/Confirmatory research design:

Exploratory research is "the preliminary research to clarify the exact nature of the problem to be solved." It is used to ensure additional research is taken into consideration during an experiment as well as determining research priorities, collecting data and honing in on certain subjects.

Exploratory research is "the preliminary research to clarify the exact nature of the problem to be solved.



Technique of the Analysis:

1. Independent Variables:

Independent variable is said to be the one that influences the dependent variable in either a positive or negative way. It is noted that when the independent variable is present together with dependent variable, it will affect the dependent variable.

The hypothesis therefore, will explain whether there is any significant relationship between the independent variable and dependent variable.

The variables considered in this research are:

- Gender
- Age
- Qualification level
- Annual Income
- Interest

2. Dependent Variables:

Dependent variable is said to be the variable of primary interest to researcher. Dependent Variable is said to be influence by independent variable either it can be in a positive way or a negative way.

Consumer purchase behaviour is chosen to be the dependent variable because of the decision processes and the acts of people that involved in buying and using products will effect on how they see the product.

As we can see that, there are many factors that will have a great influence on understanding consumer behaviour on the way they purchase a product. That is the reason why consumer purchase behaviour has been our dependent variable.

The Dependent variable in this research is:

- Consumers' Buying Behavior



Proposed Structure (Design):

1.Descriptive Research Design:

Descriptive research is a type of research that describes a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions If a research problem, rather than the why. This is mainly because it is important to have a proper understanding of what a research problem is about before investigating why it exists in the first place.

It is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question

3. Exploratory/Confirmatory research design:

Exploratory research is "the preliminary research to clarify the exact nature of the problem to be solved." It is used to ensure additional research is taken into consideration during an experiment as well as determining research priorities, collecting data and honing in on certain subjects.Exploratory research is "the preliminary research to clarify the exact nature of the problem to be solved.

Conclusion

MyCaptain has a good name in the online education industry which is much modernized. Its average users are increasing across the country but it needs to be careful of its competitors. Its biggest present competitors are Udemy and Unacademy. The main problem with the MyCaptain's promotional technique is that they very easily feel satisfied with the content they deliver for promotions and also relies too much on the sales force for increasing circulation of its workshops. MyCaptain should devise a marketing plan to do this, except for the promotional discounts. These discounts are really paying them off with some good increase in sales. The sales and business executives remain to be the most prevalent source of sales because of the only reason that they don't advertise much or its negligence, and they do have to polish their enrollment service or ameliorate the quality of responding towards the customers problems with better solutions, than obviously no one will need to find an alternative.



References:

- www.mycaptain.in
- www.quora.com
- <https://blog.mycaptain.in/2020/02/10/your-personal-guide-to-starting-up/>
- <http://bweducation.businessworld.in/article/-MyCaptain-Launches-Free-E-learning-Classes-On-Its-Seventh-Anniversary-/14-08-2020-308551>
- <https://yourstory.com/companies/mycaptain>
- <https://hackernoon.com/how-zeeshan-and-team-built-mycaptain-an-edtech-startup-generating-200k-per-year-staying-69a614f312d1>
- <https://startuptalky.com/mycaptain-success-story/>
- <https://pitchbook.com/profiles/company/158579-02>
- Lam et al. (2001). Study of managerial job satisfaction in Hong Kong's Chinese restaurants *International Journal of Contemporary Hospitality Management* 13(1) 35-42.
- Lee E, Ho H (1989). Quality of work-life the case of Hong Kong, Working Paper Series, Hong Kong Baptist College: Business Research Center, Hong Kong.
- Manavalan, M. (2016). Biclustering of Omics Data using Rectified Factor Networks. *International Journal of Reciprocal Symmetry and Physical Sciences*, 3, 1–10.
- Mauno S., De Cuyper N., Tolvanen A., Kinnunen U., Mäkikangas A. Occupational well-being as a mediator between job insecurity and turnover intention: findings at the individual and work department levels. *Eur. J. Work Organ. Psychol.* 2014;23(3):381–393.
- Nguyen, C. V. ;Smulikowska, S. ; Mieczkowska, A., 2003. Effect of linseed and rapeseed or linseed and rapeseed oil on performance, slaughter yield, and fatty acid deposition in edible parts of the carcass in broiler chickens. *J. Anim. Feed Sci.*, 12:271-288
- O'Brien, G.E. (1982) Evaluation of the Job Characteristics Theory of Work attitudes and Performance. *Australian Journal of Psychology*, 34(3).383-401.
- Oshagbemi, T. (2003) Personal Correlates of Job Satisfaction: Empirical Evidence from UK Universities. *International Journal of Social Economics*, 30, 1210-1232.