



A

Project Report On

“Consumer attitude towards Air Conditioner” of



Undertaken At



Bachelor of Business Administration

(B.B.A)

Semester – 6

Submitted By:

Patel Niraj R

T.Y.B.B.A

ROLL NO: (26)

Guided By:

Aatish Patel

**AMBABA COMMERCE COLLEGE &
MANIBA INSTITUTE OF BUSINESS
MANAGEMENT**

SABARGAM (January to March)

COLLEGE CERTIFICATE

This is to certify that the project entitled Summer Report Title **“Consumer attitude towards Air Conditioner of BLUE STAR”** under taken at JAY AIR SYSTEM PVT.LTD. Submitted by **NIRAJ PATEL** in partial fulfillment of the requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT** in record of bonofide study work carried out by **AATISH PATEL** under my supervision.

The project or any part of it has not been previously submitted for any degree.

I/c Principal
Dr. Yogesh N Vansiya
Ambaba Commerce College & MIBM,
Sabargam

Date:
Place: Sabargam.



Date: 18/06/2009

CERTIFICATE
TO WHOMSOEVER IT MAY CONCERN

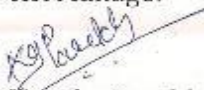
This is to certify that **Mr. Niraj Patel** is a student of the Maniba Institute of Business Management. Trust, Sabargam, Surat, has completed his Industrial Training at M/S Nanavati Motors from 17/04/2009 to 17/06/2009.

In his training period we found him punctual, sincere and hard working.

We wish him good luck for the bright future.

Regards

HR Manager


Krutika Parekh

NANAVATI MOTORS
Puna Palla, Punsakumbharia Road, SURAT-395 010
Tele : 0261- 2640233, 2640234, 6535344 / 66
Tele Fax : 0261- 2647771
E-mail : nmgm.sales@gmail.com

DECLARATION

I declare that the project entitled Jay Air System Pvt.Ltd 'Submitted in partial fulfillment of the requirement of **VEER NARMAD SOUTH GUJARAJ UNIVERSITY, SURAT** in record of bonofide study work carried out at Ambaba Commerce College & Maniba Institute of Business Management, Sabargam.

The project or any part of it has not been previously submitted for any degree.

Signature of Student

Date:

Place: Sabargam.

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- **Niraj Patel**
T.Y.B.B.A

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Introduction



Blue Star was founded in 1943, by Mohan T Advani, an entrepreneur of exemplary vision and drive. The Company began as a modest 3-member team engaged in reconditioning of airconditioners and refrigerators.

Within three years, the Company secured the agency for US-based Melchoir Armstrong Dessau's airconditioning equipment. Shortly after, the Company was selected by Worthington, the US leader in airconditioning, as its India based partner - these were the first of numerous foreign associations to follow.

An expanding Blue Star then ventured into the manufacture of ice candy machines and bottle coolers and also began the design and execution of central air-conditioning projects. Then came the manufacture of water coolers. In 1949, the proprietorship company set its sights on bigger expansion, took on shareholders and became Blue Star Engineering Company Private Limited.

Ever since, there has been a constant and profitable growth. Blue Star diversified and took up agencies for Material Testing Machines and Business Machines. The export arena beckoned and the Company began exporting water coolers to Dubai, where in fact, 'Blue Star' soon became the generic name for water coolers.

The sixties and the early seventies witnessed Blue Star continuing to expand and thrive. A team of dedicated professionals aided Mohan T Advani in ever furthering his vision of a profitable company dedicated to its ideals of professionalism and success. Employee strength crossed the 1000 mark and the company went public in 1969 to become Blue Star Limited, as it continues to be called today.

In 1970, the Company took up the all-India distributorship of Hewlett-Packard products, a business relationship which continues today and has grown ever stronger



through the years. As the Company's reputation for delivering the goods in the most challenging of air-conditioning projects grew steadily, the early seventies saw a series of prestigious projects being entrusted to Blue Star - skyscrapers such as Air India Building, Express Towers, the Oberoi Hotel in Mumbai, apart from several others. Revenues touched the Rs. 10-crore mark and staff strength doubled to exceed 2000.

As its Indian presence reached greater heights, the Company began building determinedly upon its existing overseas presence, Blue Star set up a joint venture with Al Shirawi in Dubai and went on to execute some outstanding projects in Syria, Iraq and Saudi Arabia. To complement its air-conditioning projects and undertake turnkey industrial projects, an Industrial Division was set up in 1978.

Always moving with the times and ever on the lookout for business possibilities, Blue Star next set up a software export unit at Seepz, Mumbai in 1983. Then came associations with more global leaders - a collaboration with York International of USA for central air-conditioning equipment and joint ventures with Motorola and Yokogawa.

In 1984, Ashok M Advani & Suneel M Advani, the sons of Mohan T Advani, took over the reins of the Company, after spending nearly 15 years within the Company steadily climbing up the ladder. A renewed thrust was placed on the company's core business areas - airconditioning and refrigeration and the distribution of professional electronics equipment - and the company emerged a market leader in these focus areas.

The nineties witnessed India entering an era of economic liberalisation and an upsurge in competition as the dynamic business scenario attracted the world's most forward-looking corporations. It was time to re-look at existing business competencies, re-engineer those that were obsolete and forge ahead in acquiring new business competencies. Blue Star was more than equal to the challenge and expansion continued unabated.

In keeping with this focus, an advanced manufacturing facility was set up at Dadra in 1997, in technical collaboration with Rheem, USA, to enhance manufacturing competency. Today it bears the distinction of being regarded as the best such plant



India-wide. The dealer network was strengthened and expanded to bring products within easy reach of every customer.

With the advent of the much awaited new millennium in 2000, the action continued. The software unit was spun off into a separate company, Blue Star InfoTech Ltd., the export of air-conditioning products from the Dadra factory began and contract manufacturing for local and foreign brands commenced. A new Corporate Vision was developed - "To deliver a world-class customer experience". Every employee is determined to follow this vision and keep their organization a competitive and forward-looking one.

Blue Star crossed the Rs. 500 crore milestone in 2000 and the Rs. 600 crore milestone in 2002-03. With the boom in construction activity and increased infrastructure investments, the Company leveraged its leadership position to grow aggressively. In the following three years, the Company nearly doubled its turnover, clocking Rs 1178 crores in 2005-06.

Even more than size, Blue Star enjoys an enviable reputation as an ethical corporation, ever mindful of its obligations towards customers, shareholders, dealers, business partners, employees and the environment in which it operates



"To deliver world class customer experience", has been the core philosophy of Blue Star. The Manufacturing division of the company also aspires to be of world-class caliber.

Blue Star's foray into manufacturing was a modest effort at producing ice candy machines in the 1940s, at first from a small office in Forbes Street at Colaba in Mumbai. It was only in the mid 1960s that Mohan T Advani expanded Blue Star's manufacturing base by buying a factory in Thane, then a distant suburb in Mumbai.

The second plant was built in 1980 in Bharuch in Gujarat to manufacture water coolers, deep freezers and bottle coolers.

In the late 1990s with the software boom driving the economy, investments in manufacturing sector were dwindling. Manufacturing facilities started become an unviable proposition. As a result, a lot of manufacturing units had to be closed down. However Blue Star management was convinced that manufacturing would be an important driver in the value chain and was important for the company to be successful in the longer run.

A new and exciting chapter began with the inauguration of a world-class factory in Dadra in July 1st, 1997. The project at Dadra was incorporated with state-of-the-art technologies, quality standards and manufacturing process with consultations from Rheem USA.

After the success of Dadra, Blue Star has been able to transplant the manufacturing philosophy and attitude to the other factories at Thane and Bharuch as well.

The two fundamental transformations of Blue Star's manufacturing took place in improving operational efficiencies and quality improvement resulting in competitiveness in terms of price and delivery. Blue Star remained competitive in the



market where prices of air-conditioning products fell constantly since the late 1990s. The introduction of world class manufacturing facilities coupled with IT, automation and an overall positive morale amongst the employees resulted reduction of manufacturing cost.

With the addition of Himachal Plant in 2005, which was built with in-house expertise, Blue Star has been able to meet the increasing market demand. Himachal plant has the advantage of scale of operations and also enjoys tax benefits.

Wada facility is the most recent one set-up by the Company. With a plot size of around 36 acres, this facility is planned to eventually be Blue Star's largest manufacturing facility. Wada factory is a state-of-the-art facility and follows world-class manufacturing practices.

Blue Star's five modern manufacturing facilities coupled with a robust product development team and a significant contribution from the original equipment manufacturers and export market has given Blue Star a cutting edge in manufacturing.



Blue Star is India's largest central air-conditioning company with an annual turnover of Rs 2574 crores, a network of 29 offices, 5 modern manufacturing facilities, 700 dealers and around 2600 employees.

It fulfils the air-conditioning needs of a large number of corporate and commercial customers and has also established leadership in the field of commercial refrigeration equipment ranging from water coolers to cold storages. The Company has also started offering Electrical Contracting and Plumbing & Fire Fighting Services. Blue Star's other businesses include marketing and maintenance of hi-tech professional electronic and industrial products.

Blue Star has business alliances with world renowned technology leaders such as Rheem Mfg Co, USA; Hitachi, Japan; Eaton - Williams, UK; Thales e-Security Ltd., UK; Jeol, Japan and many others, to offer superior products and solutions to customers.

The Company has manufacturing facilities at Thane, Dadra, Bharuch, Himachal and Wada which use state-of-the-art manufacturing equipment to ensure that the products have consistent quality and reliability.

Blue Star primarily focuses on the corporate and commercial markets. These include institutional, industrial and government organizations as well as commercial establishments such as showrooms, restaurants, banks, hospitals, theatres, shopping malls and boutiques. In accordance with the nature of products and markets, business drivers, and competitive positioning, the lines of business of Blue Star can be segmented as follows:

Electro Mechanical Projects and Packaged Airconditioning Systems

This comprises central and packaged air conditioning as well as electrical projects and plumbing & fire fighting projects. The central and packaged air-conditioning business involves design, engineering, manufacturing, installation, commissioning and support of large central air-conditioning plants, packaged air conditioners and ducted split air conditioners. In addition to this, Blue Star promotes after-sales service as a business, by offering several value added services in the areas of upgrades and enhancements, air management, water management, energy management and LEED certification consultancy for Green Buildings.

The Company also executes building electrification contracting projects and offers expertise in the areas of electrical design and engineering, supply and installation of entire power systems as well as liasioning, approvals, commissioning and asset management.

Blue Star has extended its mechanical contracting offering to include plumbing and fire fighting projects. With this, Blue Star has developed capabilities for executing integrated MEP (Mechanical, Electrical and Plumbing) projects.

Cooling Products

Blue Star offers a wide range of contemporary window and split airconditioners. The Company also manufactures and markets a comprehensive range of commercial refrigeration products and services that cater to the industrial, commercial and hospitality sectors. These include water coolers, bottled water dispensers, deep freezers, cold storages, bottle coolers, ice cube machines and supermarket refrigeration products.

Professional Electronics and Industrial Systems

For over five decades, the Electronics Division has been the exclusive distributor in India for many internationally renowned manufacturers of hi-tech professional



electronic equipment and services, as well as industrial products and systems. The Company has carved out profitable niches for itself in most of the specialized markets it operates in, such as analytical instruments, medical electronics, data communication products, material testing, and test and measuring instruments



Blue Star's Corporate Social Responsibility (CSR) philosophy is built on three pillars namely

- Environment protection
- Energy conservation
- Community development around its facilities.

The Company is highly committed to the cause of protecting the environment. Energy efficiency of its products remains a corner-stone of its research and development efforts Air, water and energy management services as well as LEED (Leadership in Energy and Environmental Design) consultancy for Green Buildings have been part of its business and practices. The Company has also been contributing in the technical domain in the use of eco-friendly refrigerants in its products.

Energy Conservation goes beyond using efficient products. A huge amount of energy is wasted nationally due to sheer ignorance and lack of awareness. Blue Star helps deserving institutions such as hospitals and colleges to save power by conducting free walk-through energy audits. The Company has conducted several such audits with energy recommendations for Jai Hind College, St Xavier's College, Nirmala Niketan College of Social Work, National Association for the Blind (NAB), Bombay Natural History Society (BNHS), JJ School of Architecture and Dilkhush Special School, amongst others.

In its efforts towards community development around the Company's facilities, the Company has initiated and sponsored a study in the villages around its Wada Plant to understand the immediate needs. Vocational training and health emerged as pressing needs in this underdeveloped region. Blue Star has sponsored the vocational training courses offered by an NGO, KSWA in Wada. This centre was set up to support a vocational training initiative for school and college dropouts to make them



employable contributing members of their families and communities. Regular visits by the Company's employees have aided in technical support to KSWA for conducting the courses.

In addition to the above CSR efforts, the Company sponsors various philanthropic activities through its Trust, Blue Star Foundation, which has been supporting several activities in the areas of children education and healthcare apart from relief measures in national calamities



	Ashok M Advani – Executive Chairman
	Suneel M Advani – Vice Chairman & Managing Director
	SATISH JAMDAR – Managing Director
	T Gouri Sankara Babu – Deputy Managing Director
	SHAILESH HARIBHAKTI – Director
	PRADEEP MALLICK – Director
	GURDEEP SINGH – Director
	SURESH N TALWAR – Director

Fact Sheet

Name	Blue star
Total Income:	Rs.2574 Cr
Net Profit:	Rs.180 Cr
Employees	2600
Manufacturing Units:	5
Offices:	29
Dealers:	700

Event & Mile stone of company

Year	Event
1943	Mohan T Advani establishes Blue Star Engineering Company as a proprietary firm
1946	Blue Star secures Melchior Armstrong Dessau agency
1947	Worthington selects Blue Star as Indian Partner. Manufacturing of ice candy machines and bottle coolers begins. Central airconditioning system design and execution begins
1948	Manufacture of water coolers commences
1957	Perkin-Elmer tie-up marks the start of the electronics business. GDR business machines agency commences
1960	Total Income crosses the Rs 1 crore mark
1964	Total employment crosses 1,000
1965	Techniglas Pvt Ltd set up to manufacture insulation material
1969	Factory moves from Colaba in Mumbai to Thane

1972	First skyscrapers of Mumbai – Air India Building, Express Towers and Oberoi Hotel set-up – all airconditioned by Blue Star
1972	Total Income crosses Rs 10 crores. Employment crosses 2,000
1977	Middle East thrust begins. Joint Venture (JV) with Al Shirawi in Dubai. Hitachi Medical Equipment distributorship begins
1980	Bharuch Factory set up
1980-86	Major AC and R projects executed in the Middle East
1985	Manufacture of centrifugal packaged chillers commences at Thane Plant
1987	Yokogawa Blue Star JV formed. Gandhinagar factory set up for EPABX systems
1988	Blue Star becomes India's largest central airconditioning company. Manufacturing collaboration with Mitsubishi
1989	JV with Hewlett-Packard and Motorola
1992	Total Income crosses Rs 200 crores
1993	Formation of Arab Malaysian Blue Star JV in Malaysia
1997	Dadra Plant inaugurated
1998	Major thrust on dealerisation and brand building begins
2000	International Software business spun off to form Blue Star Infotech, listed on stock exchanges
2001	Total Income crosses 500 crores. Export of airconditioning products begins
2005	Blue Star sets up new factory at Kala Amb in Himachal Pradesh

2006	Total Income crosses the Rs 1000 crores mark
2007	Blue Star sets up its fifth factory at Wada, Thane District
2008	Blue Star powers into Building Electrification. Acquires Naseer Electricals, a leading Electrical Contractor

Profile of jay air system

We are pleased / having great owner to introduce ourselves “JAY AIR” authorized dealer Of “BLUE STAR” in south Gujarat. “JAY AIR” is taking care of air conditioning the Refrigeration products, with its service the commissioning. We are the only one authorized dealer of South Gujarat dealer with all types of “BLUE STAR “products.

We are having our “JAY AIR HOUSE” covering area of approx. 15000 SQ. FT. with its Head. Office + Central workshop and warehouse at Bamroli Road, Surat. Also we have taken up the project for only ducting manufacturing at Ichchapore – Bhatpore GIDC Spread into the area of about 15000 SQ.FT.

Our prime motto is, with no delay giving prompt service to our valued customers. We are having the cryonic workforce consisting technical as well as office staff for fast operations, committed to our clients. We all trained and well professional engineers, Supervisors and technician are there to solve the queries. Altogether we are having a unit More than 135 individuals staff from manager level to clerical level. To serve our high Value clients.

From last several years,” JAY AIR” has been winning the prestigious awards from “BLUE STAR LTD”. Excellence service for our customers. The achievement Made by us is adding the feathers in the crown of “BLUESTAR”.

We also believe in new power saving technologies, which can meet the taste and choice of the market in air – conditionings. Thus, “JAY AIR “goal is to give 100% satisfaction with at most quality product and performance.

PRODUCT OF JAY AIR SYSTEM

1. CENTRAL AIRCONDITIONING
2. ROOM AIRCONDITIONERS
3. COMMERCIAL REFRIGRATION
4. COLD STORAGEES
5. SPECIALITY COOLING PRODUCTS



Head Office	:	'SHIV HOUSE', D/12, Rotliwala Compound, Udhna-Bamroli Road, Surat - 3942010
Telephone No	:	+91.261.2633891 / 93 / 94
Mobile No	:	+91.99798 71901, +91.98247 11111
Fax	:	+91.261.2633892
E-Mail	:	info@jayair.net
Direct Contect	:	+91.99091 52123 (Mr. Prit Swami), +91.99797 52123 (Mr. Umesh Swami)
Direct E-Mail:	:	priti@jayair.net (Mr. Prit Swami), umesh@jayair.net (Mr. Umesh Swami)

Goal of jay air

JAY AIR" goal is to give 100% satisfaction with at most quality product and performance.

Motto

Our prime motto is, with no delay giving prompt service to our valued customers. We are having the cryonic workforce consisting technical as well as office staff for fast operations, committed to our clients.

Commercial air conditioner use at

Here are some industry-specific examples:

- Hospitality
- Dairy
- Horticulture
- Medicare
- Pharma industry
- Seafood
- Specialty applications

Room air conditioner use at

- Hospitals
- Showrooms
- Shopping malls
- Banks
- Telecom
- Home
- Dimond industry
- Theaters
- Retail shops
- Offices

CHAPTER - 2

CONSUMER BUYING BEHAVIOUR

- **CONCEPT OF THE CONSUMER BUYING BEHAVIOR.**
- **MODELS OF BUYING BEHAVIOR.**
- **FACTOR AFFECTION BUYING BEHAVIOR.**
- **CONSUMER BUYING PROCESS.**



What is Consumer Buying Behavior?

Definition of Buying Behavior:

Buying Behavior is the decision processes and acts of people involved in buying and using products.

“Buying behavior includes all psychological, social and physical behavior of potential customer as they become aware of evaluate, purchase, consume and tell others about the product and services.”

Buyer’s behavior is a central component of environmental context. In most marketing decision, the problem can ultimately be traced to predicting the response of buyers to specific action by the marketers. An underlying buyer’s behavior can provide valuable insights into the problems.

[4th edition-marketing research by, Naresh Malhotra]

Need to understand Consumer Buying Behavior:

- Why consumers make the purchases that they make?
- What factors influence consumer purchases?
- The changing factors in our society.

Consumer Buying Behavior refers to the buying behavior of the ultimate consumer. A firm needs to analyze buying behavior for:

- Buyers’ reactions to a firm’s marketing strategy has a great impact on the firm’s success.
- The marketing concept stresses that a firm should create a **Marketing Mix** (MM) that satisfies (gives utility to) customers, therefore need to analyze the what, where, when and how consumers buy.
- Marketers can better predict how consumers will respond to marketing strategies.

Objectives

- Determine how cultural, social, personal, and psychological factors influence consumer buying behavior.
- Describe how the consumer makes a purchasing decision.

How and Why Consumers Buy

- *Cultural factors*
- *Social factors*
- *Personal factors*
- *Psychological factors*

Personal Factor Influences on Consumer Behavior

Lifestyle and psychographics

Lifestyle is a pattern of living expressed through a person's activities, interests, and opinions

Psychographics is a technique for measuring personality and lifestyles to developing lifestyle classifications

Personality

A person's distinguishing psychological characteristics that lead to relatively consistent and lasting responses to stimuli in the environment

An individual's personality relates to perceived personal characteristics that are consistently exhibited, especially when one acts in the presence of others. In most, but not all, cases the behaviors one project in a situation is similar to the behaviors a person exhibits in another situation. In this way personality is the sum of sensory experiences others get from experiencing a person (i.e., how one talks, reacts). While one's personality is often interpreted by those we interact with, the person has their own vision of their personality, called self concept, which may or may not be the same as how others view us.

Marketing Implication:

For marketers it is important to know that consumers make purchase decisions to support their self concept. Using research techniques to identify how customers view themselves may give marketers insight into products and promotion options that are not readily apparent. For example, when examining consumers a marketer may initially build marketing strategy around more obvious clues to consumption behavior, such as consumer's demographic indicators (e.g., age, occupation, income). However, in-depth research may yield information that shows consumers are purchasing products to fulfill self-concept objectives that have little to do with the

demographic category they fall into (e.g., senior citizen may be making purchases that make them feel younger). Appealing to the consumer's self concept needs could expand the market to which the product is targeted.

Lifestyle

This influencing factor relates to the way we live through the activities we engage in and interests we express. In simple terms it is what we value out of life. Lifestyle is often determined by how we spend our time and money.

Marketing Implication:

Products and services are purchased to support consumers' lifestyles. Marketers have worked hard researching how consumers in their target markets live their lives since this information is key to developing products, suggesting promotional strategies and even determining how best to distribute products. The fact that lifestyle is so directly tied to marketing activity will be further examined as we discuss developing target market strategies.

Roles:

Roles represent the position we feel we hold or others feel we should hold when dealing in a group environment. These positions carry certain responsibilities yet it is important to understand that some of these responsibilities may, in fact, be perceived and not spelled out or even accepted by others. In support of their roles, consumers will make product choices that may vary depending on which role they are assuming. As illustration, a person who is responsible for selecting snack food for an office party his boss will attend may choose higher quality products than he would choose when selecting snacks for his family.

Marketing Implication:

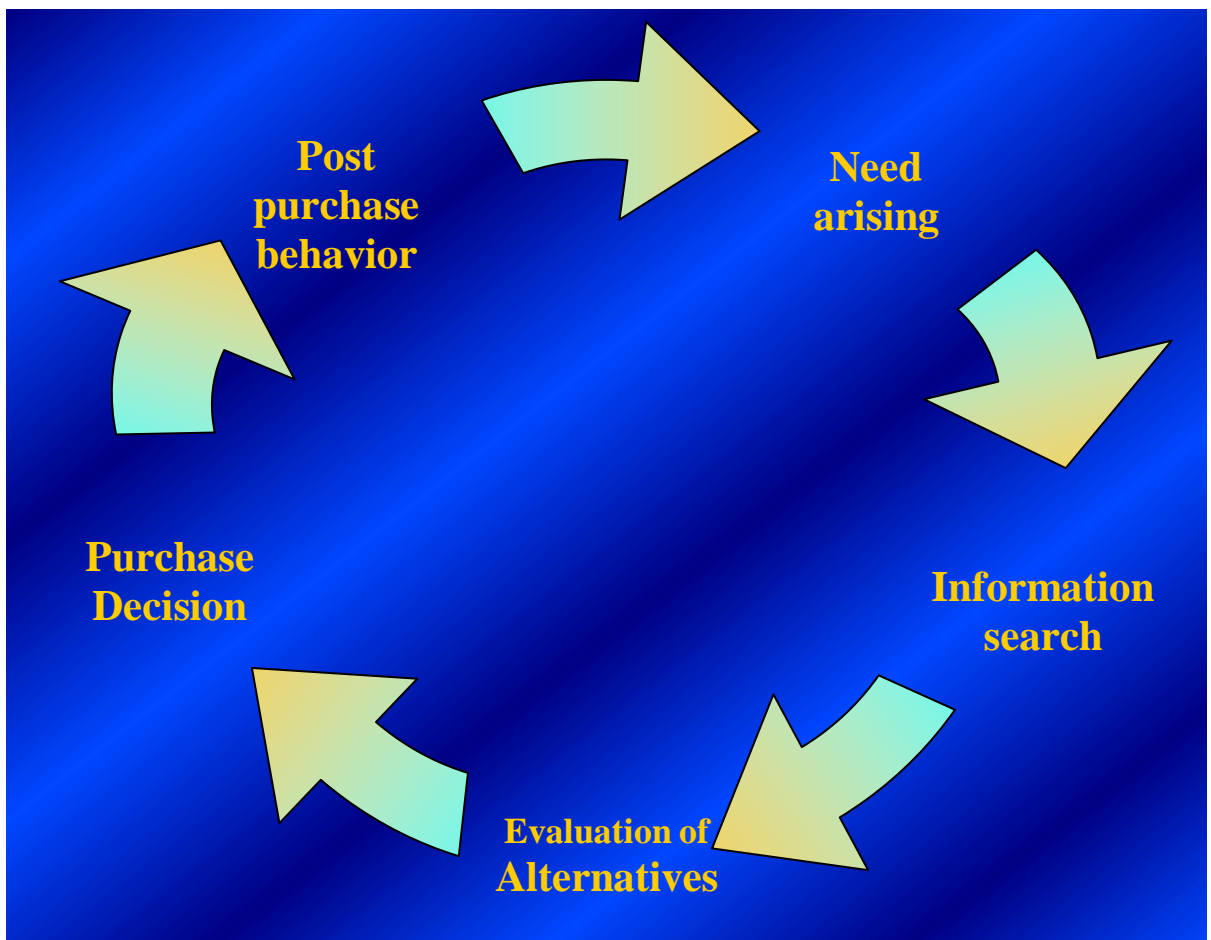
Advertisers often show how the benefits of their products aid consumers as they perform certain roles. Typically the underlying message of this promotional approach is to suggest that using the advertiser's product will help raise one's status in the eyes of others while using a competitor's product may have a negative effect on status.

Consumer Buying Decision Process

In addition to understanding how these factors influence consumers, marketers must identify and understand:

- Who makes the buying decision
- The types of buying decisions
- The stages in the buying process

Stages of the Consumer Buying Process



Six Stages to the Consumer Buying Decision Process (For complex decisions). Actual purchasing is only one stage of the process. Not all decision processes lead to a

purchase. All consumer decisions do not always include all 6 stages, determined by the degree of complexity...discussed next.

The 6 stages are:

1. Problem Recognition (awareness of need)-

Difference between the desired state and the actual condition. Deficit in assortment of products. Hunger--Food. Hunger stimulates your need to eat. Can be stimulated by the marketer through product information--did not know you were deficient? I.E., see a commercial for a new pair of shoes, stimulates your recognition that you need a new pair of shoes.

2. Information search –

The various information are search through information search.

- Internal search, memory.
- External search if you need more information. Friends and relatives (word of mouth). Marketer dominated sources; comparison shopping; public sources etc.

A successful information search leaves a buyer with possible alternatives, the *evoked set*.

Hungry, want to go out and eat, evoked set is

- Chinese food
- Indian food
- burger king
- Klondike kates etc

3. Evaluation of Alternatives—

Need to establish criteria for evaluation, features the buyer wants or does not want. Rank/weight alternatives or resume search. May decide that you want to eat something spicy, Indian gets highest rank etc. If not satisfied with your choices then return to the search phase. Can you think of another restaurant? Look in the

yellow pages etc. Information from different sources may be treated differently. Marketers try to influence by "framing" alternatives.

4. Purchase decision

Choose buying alternative, includes product, package, store, method of purchase etc.

5. Purchase-

May differ from decision, time lapse between 4 & 5, product availability.

6. Post-Purchase Evaluation Outcome:

Satisfaction or Dissatisfaction. *Cognitive Dissonance*, have you made the right decision. This can be reduced by warranties, after sales communication etc. After eating an Indian meal, may think that really you wanted a Chinese meal instead.

CHAPTER - 3

RESEARCH METHODOLOGY

- **PROBLEM DEFINATION**
- **RESEARCH DESIGN**
- **METHODS OF DATA COLLECTION**
- **SAMPLING PLAN**
- **RESEARCH MEASURING INSTRUMENT**



Problem Definition:

3.1 Marketing Research Problem:

“How personal factors of consumer influence buying behavior process with respect to Air conditioner in Surat city?”

3.2 Objective of study:

1. Primary Objective:

“To Study of personal factor influencing consumer buying behavior with respect to Air conditioner in Surat city”

2. Secondary Objective:

- To know what are respondent’s preferences for different brands
- To know respondent’s preferences for different brands.
- To find out the brand awareness of Air conditioner in people.
- To know the buying criteria of customers when they go for purchase an Air conditioner.
- To know the association between Brand and income, Brand and age, Brand and occupation.

3.3 Research Methodology:

Research methodology is the systematic design, collection, analysis and reporting of data and finding, relevant to appraisal specific personnel situation facing the company. Research methodology describes the research procedure. It is cover the following points:

- A. Research design.
- B. Data collection method.
- C. Sample size.

3.4 Research design:

It is an overall framework of project that indicates what information to be collected from which sources and by which procedures. It is also the plan, structure, and strategy of investigation conceived to obtain answers to research questions and to control variance.

In this project, Descriptive and cross-sectional research design has been used because it descriptive the phenomena under study and recommendations finding are specific under this study. Cross-sectional studies are carried out once and selected, as the research will be carried out in a particular time only.

1 Descriptive studies:

Descriptive studies are undertaken in many circumstances. When the researcher is interested in knowing the characteristics of certain group such as age, sex, Educational level, occupation or income, a descriptive study may be necessary. Other cases when a descriptive study could be taken up are when he is interested in knowing the proportion of people in a given population who have behave in a particular manner, making projections of a certain thing: or determining the relationship between two of more variables. The objective of such studies is to answer the who, what, when, where, why and way of the subject under investigation. Descriptive studies can be complex, demanding a high degree of scientific skill on the part of the researcher.

Descriptive studies can be divided into two broad categories cross-sectional and longitudinal. Researcher frequently uses them.

2. Cross-sectional studies

A cross-sectional study is concerned with a sample of elements from a given population. Thus it may deal with households, dealers, retail stores or other entities. Cross-sectional studies are two types – field studies & survey method. Although the distinction between them is not clear-cut, there are some practical differences, which need different techniques and skills.



The six W's

WHO-

Who should be considered a potential respondent?

The data are collected from users of Air conditioners.

WHAT-

What information should be obtained from respondents?

Information related to demographic, purchase criteria's and brand preferences are taken.

WHERE-

Where the respondents should be contacted to obtain the required information?

The respondents are carried out from Surat city.

WHEN-

When the information should be?

The data are collected from 8th January 2010 to 10th March 2010.

WHY-

Why are we obtaining information from the respondents?

To know the Consumer attitude towards Air Conditioner in Surat city?"

WAY-

In what way are we going to obtain information from the respondents?

The data is collected through personal interview method and also done using phone.

3.5. Data collection method.

There are two sources of data:

1. Primary Data sources:

Primary data collected directly from the respondents to solve the current problem, which is in hand the questionnaire, used for collecting the data.

2. Secondary Data sources:

Secondary data are collected from many sources like books, newspapers, company's report, and magazines.

Research Instrument:

The most research instrument for data collection – questionnaire has been used. This questionnaire has been administered through face-to-face interviews.

Type of questions:

In the questionnaire, both close-ended questions and open-ended questions were included. The close-ended questions further included multiple-choice questions as well as rating scale questions.

3.6. Sample Design:

Sampling Design and sampling method: In this study, non-probability Sampling design has been used and the Sampling method employed is convenience Sampling. This has been done instead of pure random sampling method (probability Sampling) because of time and money constraints.

Define the target population

- Element:** Potential customer of air conditioner.
- Sampling unit:** who come for purchasing air conditioner & user of air conditioner?
- Extent:** Surat city.
- Time:** 8th January 2010 to 10th March 2010. (8 weeks)

Select sampling techniques:

Non-probability convenience sampling method, this has been done instead of pure random sampling method (probability Sampling) because of time and money constraints.

Execution of sampling process:

We have collected data from users of air conditioner.

Sample size:

100 Respondents

3.7 Limitations of the Study

Though utmost care was taken to see these project serves its purpose and due diligence was taken while doing the same, this project is not free from limitations.

- ❖ The scope of project study is limited to Surat city only.
- ❖ Available time for study was restricted to make more detail study.
- ❖ Report is based on sample size of 100 considered as universe.
- ❖ Respondent opinion may be bias.
- ❖ My knowledge about topic is bias.

3.8 Report Preparations:

Finally I will prepare report on the basis of data Analysis.

CHAPTER - 4

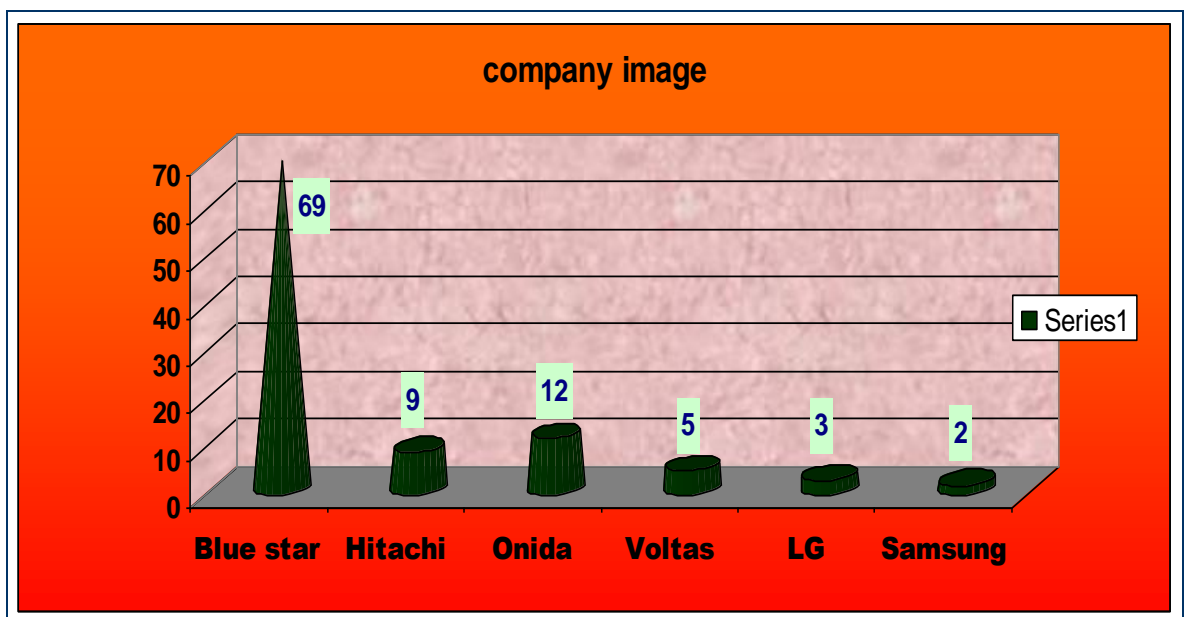
ANALYSIS OF DATA

- **TABLES**
- **GRAPHS & CHART**
- **COMMENTS**



Which company's air conditioner do you have in the present?

COMPANY	RESPONDENT	PERCENTAGE
Blue star	69	69 %
Hitachi	9	9 %
Onida	12	12 %
Voltas	5	5 %
LG	3	3 %
Samsung	2	2 %
TOTAL	100	100 %

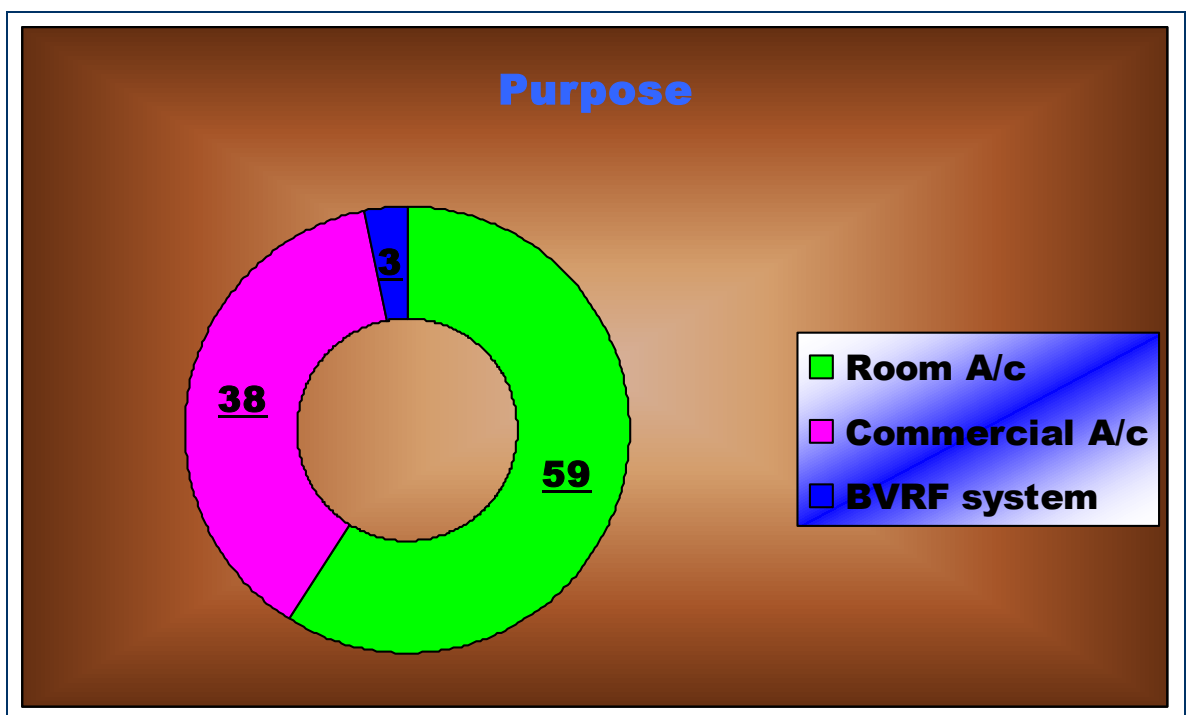


COMMENTS:-

- On the basis of above graph we can say that major of the respondents like the Air condition of blue star companies.
 - ❖ Blue star occupies No.1
 - ❖ Onida occupies No.2
 - ❖ Hitachi occupies No.3

For what purpose are you buying air conditioner?

Purpose	Respondent	Percentage
Room A/c	59	59 %
Commercial A/c	38	38%
BVRF system	3	3 %
TOTAL	100	100 %

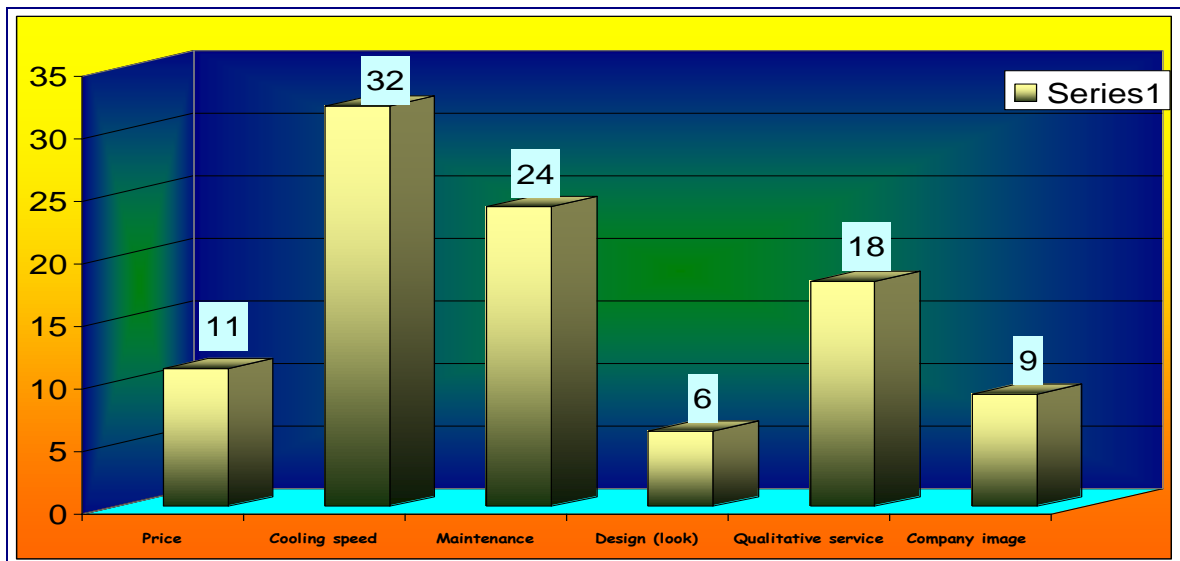


COMMENTS:-

In above chart there are several consumer of room air conditioner.i.e the major response category is 59 % and lower response category is BVRF i.e. 3 %.

What important criteria you considered while purchasing the product of blue star?

CRITERIA	RESPONDENT	PERCENTAGE
Price	11	11 %
Cooling speed	32	32 %
Maintenance	24	24 %
Design (look)	06	06 %
Qualitative service	18	18 %
Company image	09	09 %
TOTAL	100	100 %

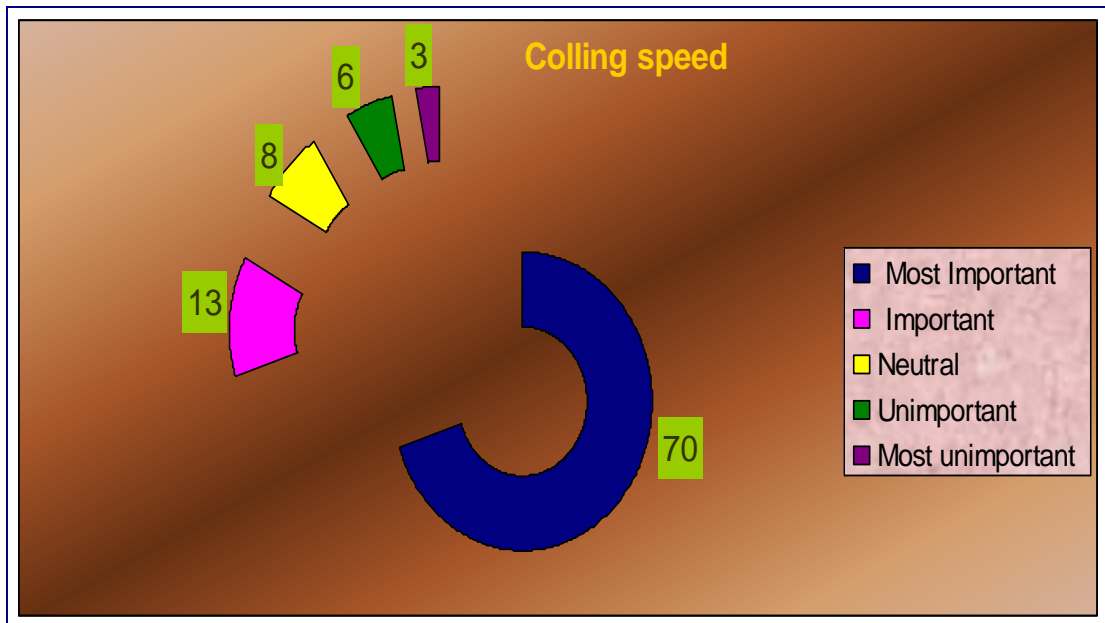


COMMENTS:-

On the basis of above graph we can say that major of the respondents like air-condition by undertaking criteria i.e. first is cooling speed, and last is design.

Is the cooling speed important or not while purchasing air conditioner?

Cooling speed	Respondent	Percentage
Most Important	70	70 %
Important	13	13 %
Neutral	8	8 %
Unimportant	6	6 %
Most unimportant	3	3 %
TOTAL	100	100 %



COMMENTS:-

On the basis of above graph we can say that major of the respondents undertake of purpose of cooling speed i.e. most favorable is 70 %.

Is the Better service is given by dealer or not?

Better service	Respondent	Percentage
Most Important	68	68 %
Important	25	25 %
Neutral	4	4 %
Unimportant	1	1 %
Most unimportant	2	2 %
TOTAL	100	100 %

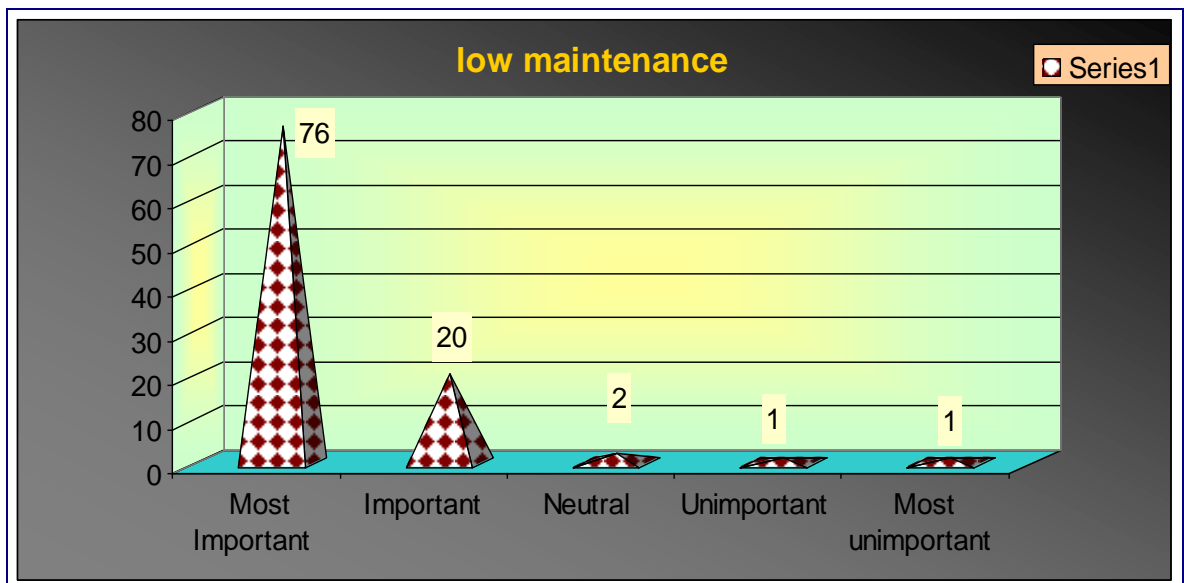


COMMENTS:-

On the basis of above graph we can say that major of the respondents undertake of purpose of better service i.e. most favorable is 68 %.

Is the product maintenance is affordable to customer or not?

Low maintenance	Respondent	Percentage
Most Important	76	76 %
Important	20	20 %
Neutral	2	2 %
Unimportant	1	1 %
Most unimportant	1	1 %
TOTAL	100	100 %

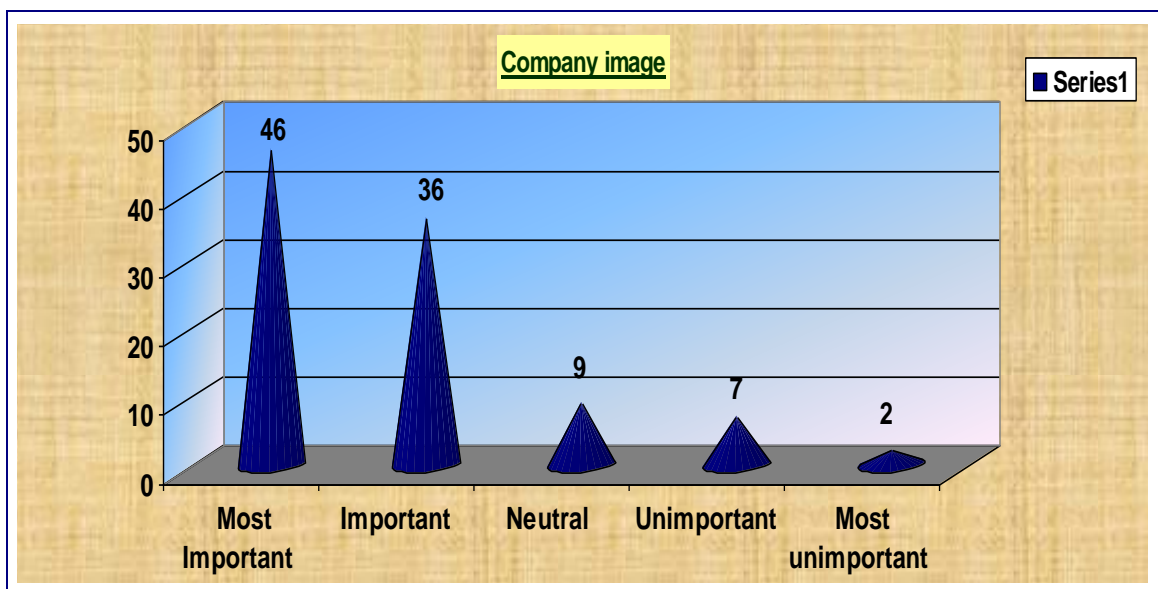


COMMENTS:-

On the basis of above graph we can say that major of the respondents undertake of purpose of low maintenance i.e. most favorable is 76 %.

Company image is important or not while purchasing the product?

Company image	Respondent	Percentage
Most Important	46	46 %
Important	36	36 %
Neutral	09	9 %
Unimportant	07	7 %
Most unimportant	02	2 %
TOTAL	100	100 %

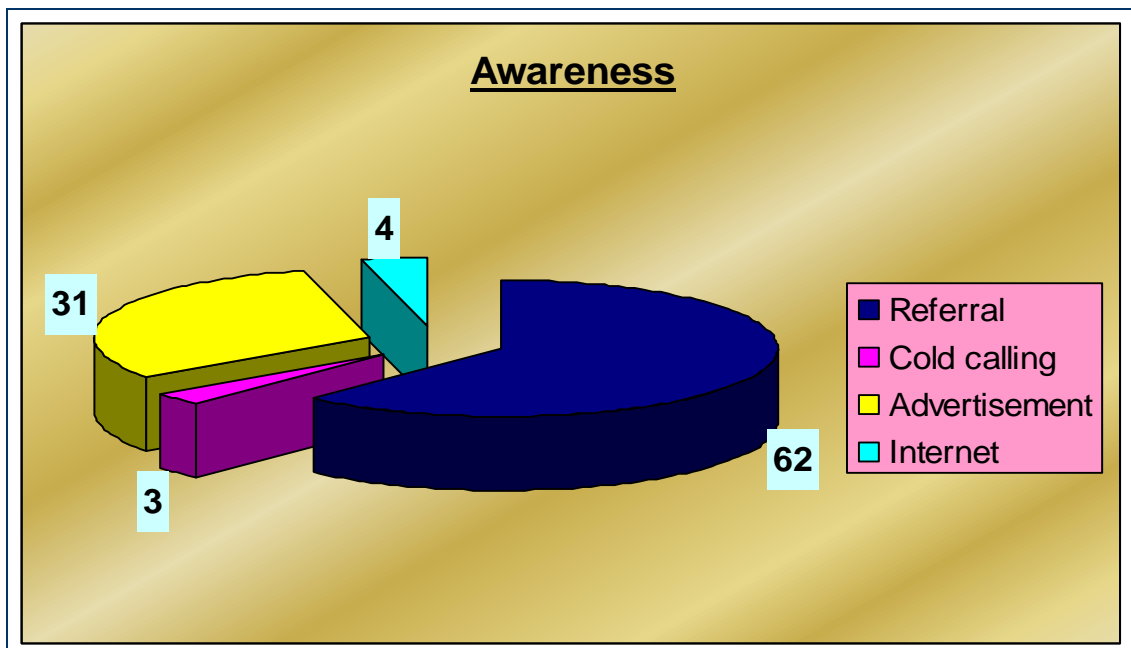


COMMENTS:-

On the basis of above graph we can say that major of the respondents undertake of purpose of company image i.e. most favorable is 46 %.

From where do you come to know about this DEALER?

AWARENESS	RESPONDENT	PERCENTAGE
Referral	62	62 %
Cold calling	3	3 %
Advertisement	31	31 %
Internet	4	4 %
TOTAL	100	100 %

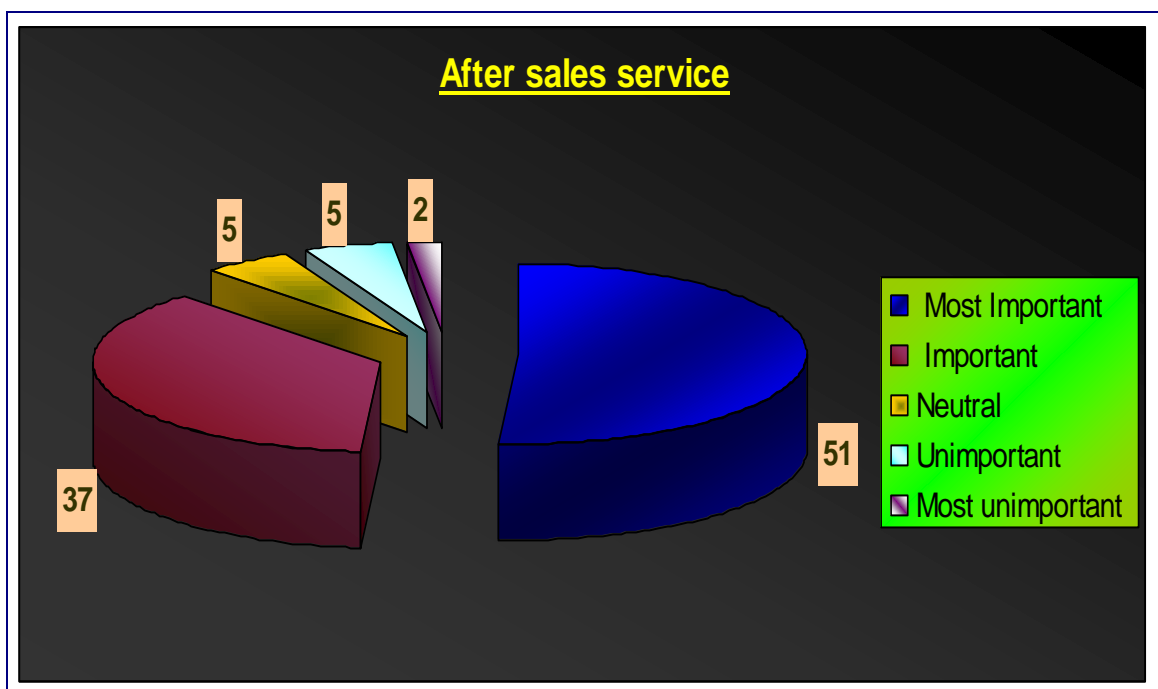


COMMENTS:-

- The above graph shows that most of the respondents came to know about blue star air conditioner dealer through referral. In the above graph, the major response category is referral i.e. 62 % and very low category is cold calling i.e. 3 %.

After sales service is given by dealer or not?

After sales service	Respondent	Percentage
Most Important	51	51 %
Important	37	37 %
Neutral	5	5 %
Unimportant	5	5 %
Most unimportant	2	2 %
TOTAL	100	100 %

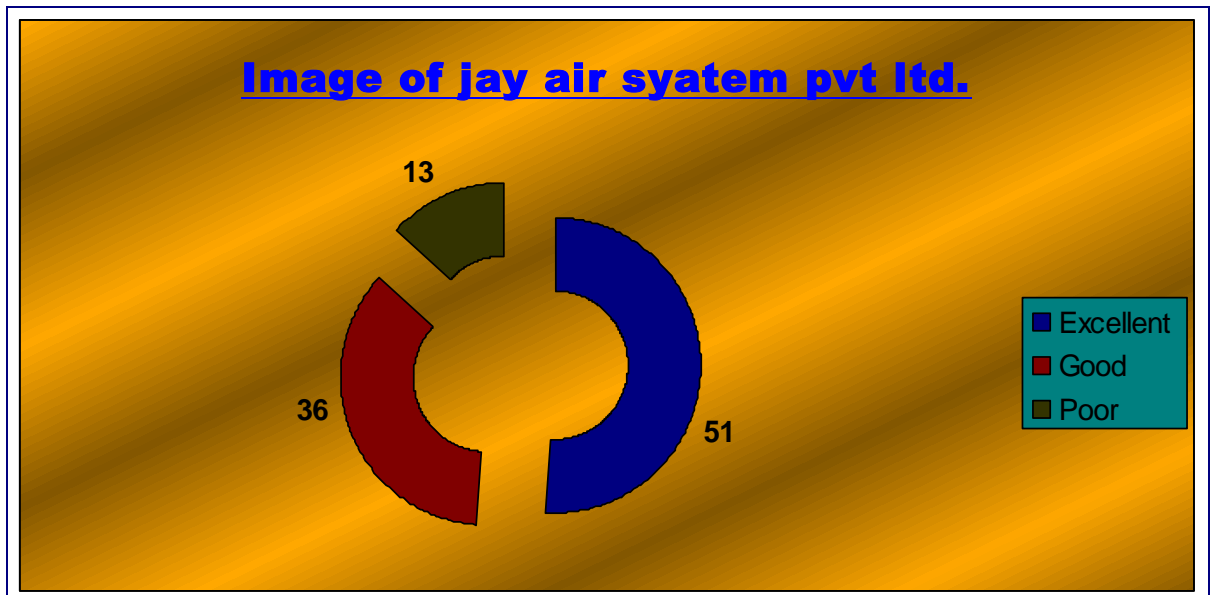


COMMENTS:-

On the basis of above graph we can say that major of the respondents undertake of purpose of after sales service i.e. most favorable is 51 %.

What is image of dealer in your mind?

Image of dealer	Respondent	Percentage
Excellent	51	51 %
Good	36	36 %
Poor	13	13 %
TOTAL	100	100 %



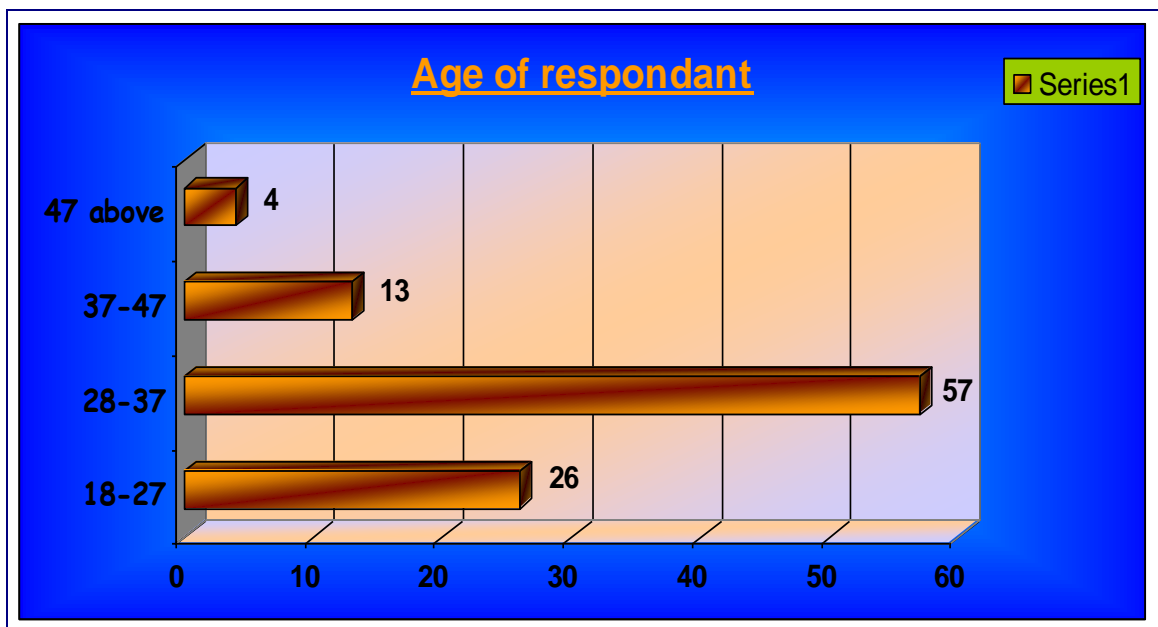
COMMENTS:-

On the basis of above graph we can say that major of the respondents give positive response i.e.

- Excellent 51
- Good 36
- Poor 13

Which age group is purchases more air conditioner?

Age group	Respondent	Percentage
18-27	26	26 %
28-37	57	57 %
37-47	13	13 %
47 above	04	4 %
TOTAL	100	100 %

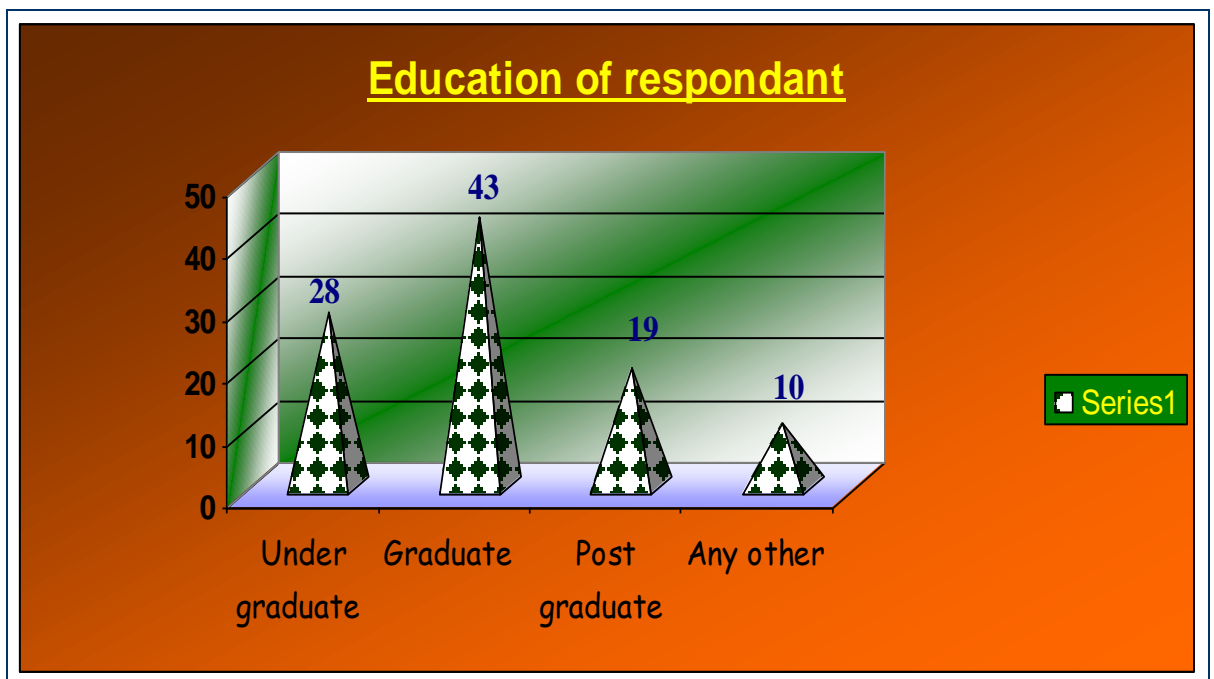


COMMENTS:-

The respondent who take decision for buying air conditioner, the most respondent will use is i.e. 28 – 37 age group

Education status of respondent?

Education status	Respondent	Percentage
Under graduate	28	28 %
Graduate	43	43 %
Post graduate	19	19 %
Any other	10	10 %
TOTAL	100	100 %

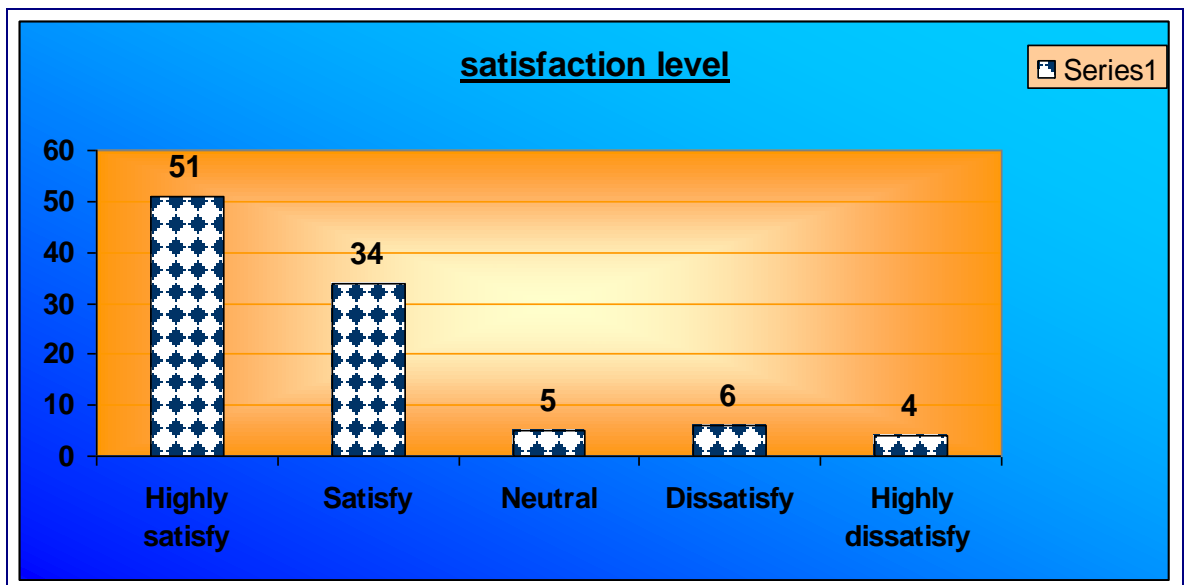


COMMENTS:-

The respondent who take decision for buying air conditioner, the most respondent will use that consist education is i.e. graduate.

Overall satisfaction of product and service?

Feed back	Respondent	Percentage
Highly satisfy	51	51 %
Satisfy	34	34 %
Neutral	05	5 %
Dissatisfy	06	6 %
Highly dissatisfy	04	4 %
TOTAL	100	100 %

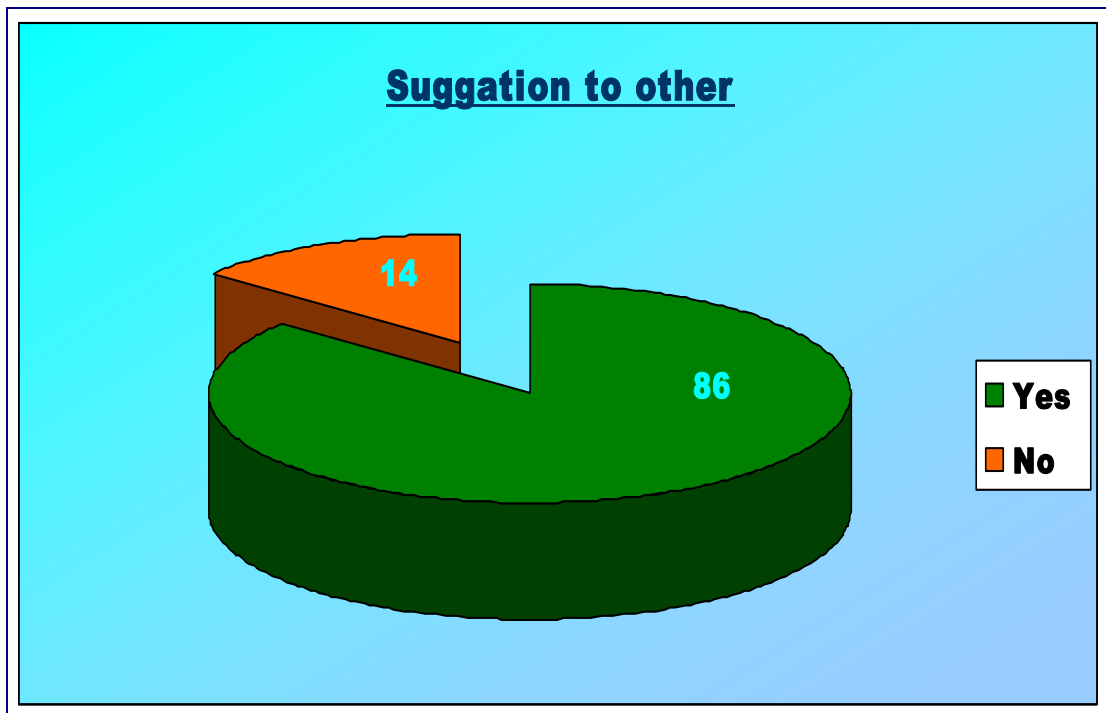


COMMENTS:-

This chart shows the satisfaction level of customer: there are 51 % respondents are highly satisfied. And 4% are highly dissatisfied.

Are you suggesting other to buying air conditioner of blue star?

Suggestion to other	Respondent	Percentage
Yes	86	86 %
No	14	14 %
TOTAL	100	100 %



COMMENTS:-

This chart shows how many of people suggest to other for air conditioner of blue star. The major respondent suggests i.e. 86 %.

CHAPTER - 5 FINDINGS



FINDINGS

- ❖ According to my study, I found that 85 % respondents are aware about Air conditioner of blue star.
- ❖ According to my study most of the respondents came to know about Air conditioner through Television advertisements and reference of relative. In that the major response category is Television i.e. 31 % and very high category is Friends and relative i.e. 62 %
- ❖ According to my study most of the respondents want to purchase Air conditioner through help of Family Member. In that the major response Category is i.e. 61 % and very low category is other i.e. 9 %.
- ❖ According to my study most of the respondents want to purchase Air conditioner thought Jay air system pvt ltd. In that the major response Category is 67.5 %. And very low category is other i.e. 5 %.
- ❖ According to my study most of the respondents want to purchase Air conditioner because of cooling speed and low maintenance. In that the major response Category is i.e. 70 %. And low Maintenance i.e. 76 %.
- ❖ According to my study so less of the respondents want to purchase Air conditioner because of Good looks but they seen service behind product... In that the major response Category is i.e. 88 % respondent require service. And very low category is looks i.e. 55 %.

- ❖ According to my study most of the respondents get proper information about product and features while purchasing. A major respondent category is, i.e. 97%.

- ❖ According to my study major respondent are highly satisfy with service of jay air system pvt ltd. A major respondent category is i.e. 86%.

- ❖ According to my study most of respondent give positive suggestions to other about jay air system pvt ltd. And Blue star.

CHAPTER - 6

SUGGESTIONS



SUGGESTIONS

- ❖ In the age of cut throat competition, a company should concentrate more and more advertisement and expand the distribution of good in Surat.
- ❖ On the basis of my survey, it is found that consumers are having positive opinion about the products of Blue star & they are having positive opinion to buy the Blue star air conditioner.
- ❖ Some Respondent suggests decreases price and maintenance of the air-conditioner.
- ❖ Also few respondents suggest adding more features in the air-conditioner. And attract more & more consumers.
- ❖ In my opinion service is excellent continue that work which improve sales and image of jay air system pvt ltd.

CHAPTER - 7

BIBLIOGRAPHY

- **NAME OF BOOKS**
- **WEBSITE**



BIBLIOGRAPHY

Books:

1. Name: - Modern Marketing
Author: - Bhagvati & Pillai
2. Name: - Marketing Management
Author: - Philip Kotler

Website:

- www.jayair.net
- <http://www.bluestarindia.com>
- <http://www.bluestar-de.com>

APPENDIX

Questionnaire

My self NIRAJ PATEL, student of T.Y.B.B.A, MIBM (SABARGAM) I am doing summer project on “Study of personal factor influencing consumer buying behavior with respect to AIR CONDITIONER in SURAT” Please give me five minute to answer the following questions. This study is for academic purpose only. No information shall be disclosed anywhere.

1. Have you an Air Conditioner? (If your answer is yes then ignore Q.2)
 Yes No
2. Any idea to buy Air Conditioner?
 Yes No
3. Which Brand comes to your mind first when you think about Air Conditioner?
Give your preference?
(Give rank. 1 =Most Preferable, 8 = Least Preferable)
 Blue Star Voltas LG Perk
 Samsung onida Vediocon Hitachi
4. Which brand do you have?
 Blue Star Perk Voltas Samsung
 LG Onida Vediocon Any Other (Specify)
5. What important criteria you consider while purchasing air-conditioner?
[RANK 1 to 6 IN DECENDING ORDER]
 Price Cooling speed Maintenance
 Design (Look) Company image Quality service
6. From where did you come to know about dealer?
 Referral Cold calling Advertisement
 Any other Internet
7. From which purpose are you buying this air conditioner?

- Room a/c Commercial a/c (central)
 BVRF System other cooling equipment

8. When you went to purchase Air-conditioner then you got whole information about it?

- Yes No

9. Your Expected features are available in the Air-conditioner?

- Yes No

10. They are performing well?

- Yes No

11. Please read out the following factors carefully, Rate them in the order of importance (from Most Unimportant to Most Important) to ensure your satisfaction level.

Sr. No.	Factors	Most important	important	Neutral	Unimportant	Most Unimportant
1)	Stylish Look					
2)	Affordable Price					
3)	Cooling speed					
4)	Better Service					
5)	Low Maintenance					
6)	Company Image					
7)	Status & Pride					
8)	After Sales Service					

12. Where do you service your Air conditioner?

- Authorized Workshop Other

13. What is the image of “JAY AIR SYSTEM PVT LTD” in your mind?

- Excellent Good Poor

14. How frequently do you get your Air-conditioner serviced?

- At certain period of time as recommend by dealer



As per your convenience

15. Do dealer suggest when the next service is?

Yes No

16. Will you suggest to others to buy air conditioner of Blue Star?

Yes No

17. What is your expectation/suggestion from your dealer?

- ❖ Resolving complaints at first go only
- ❖ Service at weekend
- ❖ Prompt delivery
- ❖ Any others ()

18. Are you overall satisfied with air conditioner of Blue Star?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

Your suggestion: _____

Demographic Profile

Name: _____

Location: _____

Contact No. _____

Age group:

18-27

28-37

37-47

> 47

Education status:

Under graduate

Graduate

Post graduate

Any other (specify)

Occupation:

Service class

Professional

Businessman

Drivers

Any other

Sign: _____

Date: _____

Thanking you

The air conditioner of Blue star

Mega Split Air conditioners



Room air-condition



cassette air conditioners



Vertical air-condition



flexible ducted split ACS



Thank you