A STUDY ON CUSTOMER BEHAVIOUR IN EAGLE HI - TECH SOFTCLOU PRIVATE LIMITED, CHENNAI.

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ABSTRACT

This study aims to explore and analyze customer behavior patterns at Eagle Hi-Tech SoftClou Private Limited, a technology-driven enterprise offering innovative software solutions. Understanding customer behavior is essential for aligning business strategies with consumer expectations, increasing satisfaction, and enhancing customer retention. The research focuses on factors influencing customer decisions, including service quality, pricing, brand perception, technological innovation, and after-sales support. Primary data was collected through structured questionnaires administered to a selected sample of clients. The results reveal that service responsiveness, product customization, and technological adaptability significantly impact customer satisfaction and loyalty. The study also highlights the importance of regular feedback and digital engagement in shaping a positive customer experience. Based on the findings, strategic recommendations are provided to further strengthen customer relationships and optimize business performance.

Keywords: Customer Behaviour, Eagle Hi-Tech SoftClou, Customer Satisfaction, Service Quality, Brand Perception, Technological Innovation, Customer Loyalty, Software Solutions, Consumer Analysis, Business Strategy.

INTRODUCTION OF STUDY

Customer behavior is the study of how individuals, groups, or organizations make decisions to purchase, use, and dispose of goods, services, or experiences. It involves understanding the psychological, social, and economic factors that influence buying patterns and preferences. Businesses and marketers analyze customer behavior to develop strategies that enhance customer satisfaction, improve sales, and build brand loyalty. In today's highly competitive market, understanding customer behavior is crucial for companies to stay ahead. With advancements in technology and the rise of digital platforms, consumer choices are constantly evolving. Factors such as cultural influences, personal preferences, peer recommendations, and economic conditions shape customer decisions. Additionally, the growing importance of online shopping, social media influence, and data- driven marketing have significantly impacted consumer purchasing patterns. This study aims to explore the various factors affecting customer behavior, including decision-making processes, motivation,

perception, and post-purchase behavior. By understanding these aspects, businesses can tailor their marketing strategies, improve customer experience, and build long-term relationships with consumers. Customer behavior refers to the actions, preferences, and decision-making processes of individuals or groups when selecting, purchasing, and using products or services. This field of study is crucial for businesses, as understanding customer behavior allows them to anticipate needs, improve product offerings, and create effective marketing strategies. Consumer behavior is influenced by multiple factors, including psychological, social, cultural, and economic aspects. Psychological factors such as motivation, perception, attitudes, and learning play a significant role in shaping purchasing decisions. Social influences, such as family, peer groups, and social media, also impact buying patterns. Additionally, economic conditions, personal income, and market trends contribute to consumer choices. With the rise of digital transformation, consumer behavior has changed significantly. Online shopping, social media marketing, and personalized recommendations have reshaped the way customers interact with brands. Businesses now rely on data analytics, artificial intelligence, and customer feedback to understand consumer preferences and enhance their offerings.

This study aims to explore the key factors that drive customer behavior, analyze the impact of digital advancements, and provide insights into how businesses can adapt to changing consumer trends. By understanding customer behavior, businesses can improve customer satisfaction, enhance brand loyalty, and increase long-term profitability.

NEEDS OF THE STUDY

- **Understanding Consumer Preferences** – Customers have diverse preferences based on personal interests, cultural influences, and social trends. Studying consumer behavior helps businesses understand what influences purchasing decisions.
- **Adapting to Market Changes** – With rapid changes in technology and market trends, businesses must stay updated on consumer preferences to remain competitive. This study helps organizations adjust their strategies to evolving customer needs.
- **Enhancing Customer Satisfaction** – By analyzing customer behavior, businesses can develop products and services that meet customer expectations, leading to higher satisfaction and brand loyalty.
- **Improving Marketing Strategies** – A deep understanding of consumer behavior allows companies to create targeted marketing campaigns that effectively appeal to their target audience, improving engagement and conversion rates.
- **Predicting Future Trends** – Businesses that study consumer behavior can anticipate future market trends and prepare in advance, ensuring they stay ahead of competitors.

IMPORTANCE OF THE STUDY

- **Helps in Product Development** – Companies can design and modify their products based on customer needs and preferences, increasing the chances of success in the market.
- **Aids in Effective Pricing Strategies** – Understanding how customers perceive value helps businesses set competitive and profitable pricing strategies.
- **Enhances Customer Relationship Management (CRM)** – Businesses that understand their customers' buying habits can build strong relationships, leading to customer loyalty and repeat purchases.
- **Optimizes Business Operations** – By analyzing buying behavior, businesses can improve inventory management, supply chain efficiency, and service delivery.
- **Boosts Sales and Revenue** – When businesses align their offerings with consumer needs, they increase customer satisfaction, which directly impacts sales and overall profitability.

Customer behavior plays a crucial role in shaping business success, marketing strategies, and overall customer satisfaction. Understanding why, when, and how consumers

make purchasing decisions helps businesses enhance their offerings and build long-term customer relationships.

STATEMENT OF THE PROBLEM

In today's dynamic and competitive market, understanding customer behavior has become essential for businesses to develop effective marketing strategies, improve customer satisfaction, and enhance brand loyalty. However, many businesses struggle to identify the key factors influencing consumer decision-making, leading to ineffective marketing efforts and poor customer engagement.

- **Changing Consumer Preferences** – Rapid shifts in trends, technological advancements, and evolving consumer needs make it difficult for businesses to predict purchasing behavior accurately.
- **Impact of Digitalization** – The rise of e-commerce, social media, and online reviews has transformed how consumers make buying decisions, requiring businesses to adapt to digital marketing strategies.
- **Influence of Psychological and Social Factors** – Consumers are influenced by emotions, peer recommendations, cultural values, and economic conditions, making it complex to understand their motivations.
- **Difficulty in Measuring Brand Loyalty** – Many businesses struggle to retain customers due to a lack of personalized experiences and inconsistent customer service.
- **Lack of Data-Driven Decision-Making** – Companies often fail to utilize customer insights effectively, resulting in marketing campaigns that do not resonate with the target audience.

OBJECTIVES OF THE STUDY

- To Understand the Consumer Decision-Making Process, analyze how customers recognize needs, search for information, evaluate alternatives, make purchase decisions, and exhibit post-purchase behavior.
- To Analyze the Impact of Digitalization on Consumer Behavior Study how e- commerce, social media marketing, and online reviews influence purchasing decisions. Explore the role of artificial intelligence (AI), chatbots, and personalized recommendations in shaping consumer choices. • To Examine Brand Loyalty and Customer Retention Strategies Identify the factors that lead to customer satisfaction and long-term loyalty.
- To Evaluate the Effectiveness of Marketing Strategies, analyze how advertising, promotions, and product placement affect consumer buying decisions. Determine the effectiveness of online vs. offline marketing strategies.
- To Study the Role of Cultural and Regional Differences in Consumer Behavior Examine how cultural background, traditions, and location-based preferences impact purchasing habits.

SCOPE OF THE STUDY

The study on customer behavior focuses on understanding how consumers make purchasing decisions, what factors influence their choices, and how businesses can adapt to meet customer needs effectively. The scope of this study includes various dimensions such as market trends, psychological influences, digital consumer behavior, and brand loyalty.

- **Geographic Scope**- The study may be conducted at a local, national, or international level depending on the target market. It may focus on urban vs. rural consumers to analyze differences in purchasing behavior.
- **Industry Scope**- The study can be applied to various industries such as retail, e-commerce, food & beverage, banking, fashion, technology, and healthcare to understand sector-specific consumer behavior.

IMPORTANCE OF THE STUDY

- Helps Businesses Understand Customer Needs and Preferences Provides insights into what consumers want, need, and expect from products or services. Allows businesses to design products that align with customer preferences.
- Improves Marketing Strategies Helps businesses create targeted marketing campaigns based on consumer interests and behaviours. Enhances the effectiveness of advertisements, promotions, and branding strategies.
- Enhances Customer Satisfaction and Loyalty Identifies factors that lead to customer satisfaction and long-term brand loyalty. Helps businesses improve customer experience and build stronger relationships.
- Supports Product Development and Innovation Encourages businesses to develop new products and services based on market demand Helps in modifying existing products to meet changing consumer preferences.
- Assists in Pricing and Competitive Strategies Provides insights into how consumers perceive price, value, and affordability. Helps businesses set competitive pricing strategies to attract and retain customers.
- Facilitates Better Customer Segmentation Allows businesses to divide the market into different customer groups based on demographics, interests, and behavior. Enables personalized marketing and customized product offerings.
- Improves Sales and Revenue Growth Understanding consumer purchasing patterns helps businesses boost sales and profitability. Increases conversion rates by aligning marketing efforts with consumer behavior.
- Helps in Decision-Making for Business Growth Provides data-driven insights for making informed business decisions. Reduces the risks of launching new products or entering new markets.
- Analyzes the Impact of Digital Transformation Examines how digital marketing, e-commerce, and online reviews influence buying behavior. Helps businesses adopt new technologies for customer engagement.
- Contributes to Sustainable and Ethical Business Practices Explores consumer preferences for eco-friendly and ethical products. Encourages businesses to adopt corporate social responsibility (CSR) initiatives.

LIMITATIONS OF THE STUDY

- Dynamic and Changing Consumer Preferences Consumer behavior is not static; it changes due to market trends, economic conditions, and technological advancements. This makes it difficult to predict long-term patterns accurately.
- Subjectivity and Bias in Responses Data collected through surveys, interviews, and focus groups may be influenced by personal biases, memory lapses, or social desirability, leading to inaccurate conclusions.
- Limited Sample Size. Due to time and resource constraints, studies may rely on a small sample size, making it difficult to generalize findings to a larger population.
- Influence of External Factors Economic fluctuations, political conditions, global crises (such as pandemics), and unexpected events can alter consumer behavior, making it challenging to isolate specific factors influencing purchasing decisions.
- Difficulty in Measuring Psychological and Emotional Factors Psychological aspects such as emotions, attitudes, and perceptions are complex and difficult to quantify, leading to challenges in drawing precise conclusions.
- Rapid Evolution of Digital Consumer Behavior The growing influence of online shopping, social media, and AI-driven recommendations continuously reshapes customer behavior, requiring constant updates in research methodologies.

- Cultural and Regional Differences Consumer behavior varies across cultures and geographic locations. Findings from one region may not be applicable to another due to cultural and economic differences.
- Ethical and Privacy Concerns in Data Collection Collecting consumer data, especially from digital platforms, raises ethical concerns regarding privacy, consent, and data security, which may limit the scope of research.

REVIEW OF LITERATURE

Kumar & Mittal (2022) conducted a study on customer behaviour in Indian IT startups and found that customization, fast response times, and data security are major factors affecting client satisfaction. Their findings highlight how customer-centric approaches enhance retention rates in software firms.

Sharma et al. (2021) examined digital consumer behaviour post-COVID-19, revealing that remote service access, virtual engagement, and transparency have become critical in building customer trust—especially relevant for cloud-based technology companies.

Raj & Mehta (2020) explored the behavioural patterns of B2B clients in SaaS companies and observed that long-term relationships and efficient problem-solving mechanisms are central to client loyalty. The study emphasized proactive support and regular product updates.

Iyer & Subramanian (2019) analyzed consumer satisfaction in South Indian tech firms and found that brand image, employee interaction quality, and after-sales service significantly influenced customer perceptions. These factors align with the operational priorities of firms like Eagle Hi-Tech.

Thomas & Joseph (2023) noted a shift in customer expectations toward AI-driven personalization and predictive support. Clients now expect software companies to anticipate needs and provide seamless tech experiences.

Varma & Srinivasan (2018) highlighted that in Chennai-based IT firms, word-of-mouth referrals and client testimonials play a key role in influencing customer behaviour, particularly in a highly competitive local market.

Bhattacharya & Roy (2021) explored the role of social media and online reviews in shaping the image of IT service providers. The study concluded that digital reputation management significantly impacts customer acquisition and retention.

Natarajan & Devi (2020) found that continuous innovation and timely implementation of new features are essential to maintain customer interest in software solutions. Customers tend to stay loyal when they see value-added upgrades.

Patel & Kumar (2019) investigated how customer engagement platforms influence behavioural loyalty. Their research showed that interactive communication and feedback-driven updates make customers feel valued and increase repeat usage.

Fernandez & Pillai (2022) emphasized that emotional connection through personalized service and empathy during support interactions strongly affects customer behaviour in small and medium-sized IT enterprises.

RESEARCH METHODOLOGY

Research methodology refers to the systematic approach used to conduct research, including the methods, techniques, and procedures used to collect and analyse data. It provides a framework for research to ensure reliability, validity, and accuracy.

RESEACH DESIGN

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SAMPLING TECHNIQUE:

Target Population: Customers who have purchased specific products or services.

Sampling Method:

- **Probability Sampling** (e.g., stratified random sampling for diverse customer groups).
- **Non-Probability Sampling** (e.g., convenience sampling for online surveys).

SOURCE DATA:

The source data for a study on customer behavior depends on the research objectives. Here are some common types of data sources:

PRIMARY DATA

- Surveys & Questionnaires – Directly ask customers about preferences, satisfaction, and purchasing habits.
- Interviews – In-depth discussions with customers to understand motivations.
- Focus Groups – Small customer groups discussing products/services.
- Observational Data – Watching customer interactions in-store or online.
- A/B Testing – Comparing two versions of a website, app, or product feature to see which performs better.

SAMPLE SIZE

Total number of samples taken for the study is 120 respondents.

STATISTICAL TOOLS USED

1. Simple Percentage analysis
2. Chi-square Analysis
3. Correlation

SIMPLE PERCENTAGE ANALYSIS

This method is used to compare two or more series of data, to describe the relationship or the distribution of two or more series of data. Percentage analysis test is done to find out the percentage of the response of the response of the respondent. In this tool various percentage are identified in the analysis and they are presented by the way of Bar Diagrams in order to have better understanding of the analysis.

DATAANALYSIS AND INTERPRETATION

TABLE – 1

GENDER WISE CLASSIFICATION

PARTICULARS	NO. OF. RESPONDENTS	PERCENTAGE
Below 20 years	37	30.83
20 to 25 years	27	22.5
26 to 30 years	38	31.67
Above 30	18	15
Total	**120**	**100**

Source: Primary Data

The above table shows that 30.83% of the respondents are comes under the age group of Below 20, 22.5% of the respondents are comes under the age group of 20-25, 31.67% of the respondents are comes under the age group of 26-30, 15% of the respondents are comes under above 30.

FINDINGS

- Majority50% respondentsare male and 50% are females.
- Majority 31.67% of respondents are aged below.
- Majority 66.67% respondentsare Married and 33.33% are females are unmarried.
- Majority 33.33% ofthe respondents finish their graduate degree.
- Majority 55.83% of the respondents are entrepreneurs.
- Majority 37.5% of the respondents are in rural area.
- Majority 29.16% of the respondents parent income below 5000.
- Majority 29.16% of the respondents daily make online purchases.
- Majority 29.16% of the respondents necessity motivates to make the purchase.

- Majority 29.16% of the respondents always make research before purchasing.
- Majority 29.16% of the respondents buy clothing and accessories usually purchase.
- Majority 47.5% of the respondents brand is important thing.
- Majority 75% of the respondents switched after seeing the advertisement.
- Majority 29.16% of the respondents choose in store shopping.
- Majority 47.5% of the respondents satisfied with the online shopping.
- Majority 47.5% of the respondents ratings and review are more important.
- Majority 75% of the respondents returned the product after purchase.
- Majority 75% of the respondents recommended the brand product.
- Majority 47.5% of the respondents share their purchase experience with their family and relatives.
- Majority 47.5% of the respondents shop more online for future.
- Majority 29.16% of the respondents lower prices need to purchase.

SUGGESTIONS

- The study overall reveals both the positive and negative aspects of consumers on based of their experiences in social media marketing.
- Consumers experience in buying through social media marketing nowadays is positive as soul as the negative side is because of that fraudulent involved in some of the block post or social media marketing platforms.
- Some of the customers have also complaint about social media marketing flexibility for illiterate and elder generation people.
- Business nowadays widely welcoming marketing methods involving social media handles for innovative advertisements are supportive but understandable for consumers and being transparent is more important.
- There are various variables like education, occupation, income, gender, age and many more which affecting consumer behavior and social media too.
- There are different types social networking sites are there like twitter, whatsup. You tube, skype, and many more which affecting consumer behavior.
- There many social media marketing and social networking sites where as some of them are very much significant while some are not significant.

CONCLUSION

It's the consumer that has all the power in the market. Assumptions regarding consumer behaviour are used to make all marketing choices. Marketers must know why consumers react the way they do to a wide range of goods and services if they are to produce value for consumers and profit for businesses. In the context of economics, consumer behaviour refers to all of the behaviours and activities of people who buy and use economic products and services. This will assist us to better understand various market categories and develop strategies for achieving market penetration. Research on consumer buying behavior is reviewed in this study. Marketing professionals focus more on the buying process of consumer behaviour than the consuming process. As a result, it is critical for marketers to understand consumer behaviour and the decision-making process. Understanding the foundations of consumer behaviour is critical to creating hypotheses for quantitative research, which can then be tested. Consumer behaviour ideas and concepts were unearthed via this research. Various consumer behaviour models are also discussed. The elements that affect consumer behaviour are also discussed in detail. In addition, it explained the five-stage decision-making process for consumer. For the model, buying an item is only the beginning of an ongoing process that starts well before the actual buying and continues long after the sale has been completed. Identification of the need, information gathering, comparison of options, buying choice, and follow-up action are all parts of this five-stage process. It is therefore a review of the literature that provides a foundation for future quantitative studies on consumer behaviour.

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