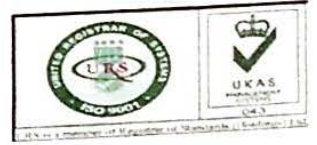




STEREO DRUGS PVT. LTD.

Office: Plot No: 22/362, Phase – III, I.D.A
Jeedimetla, Hyderabad – 500055 India.
Phone: 040-23094342, Email: info@stereodrugs.com



DATE: 24/03/2018

TO WHOM SO EVER IT MAY CONCERN

This is to certify that, **Mr. B VISHWADEEP** bearing USN 1AY16MBA10, Student of **Acharya Institute of Technology**, Bangalore, pursuing **MBA 4th semester** has successfully completed his project on **“A STUDY ON FACTORS AFFECTING CONSUMERS PREFERENCES IN STEREO DRUGS PRIVATE LIMITED BIDAR”** for a period 10 week, from 15/01/2018 to 24/03/2018. During this association with us, he executed the work assigned to him very diligently.

We wish him all the very best in all his future endeavors.

FOR, STEREO DRUGS PVT LTD

Authorised Signatory



Works:

Factory: Sy. No. 8&16, Plot No. 183, Kolhar Industrial Area, Kolhar, BIDAR, Karnataka-585403R&D: Plot No 22-362, Phase-III, I.D.A. Jeedimelta, Hyderabad-500055. India



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 19/05/2018

CERTIFICATE

This is to certify that **Mr. B. Vishwadeep** bearing USN **1AY16MBA10** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belagavi. Project report on “**A Study on Factors Affecting Consumer Preferences**” at **Stereo Drugs Private Limited, Kolhar Industrial area, Bidar** is prepared by him under the guidance of **Prof. Archana Vijay** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belagavi, Karnataka.

Signature of Internal Guide

Signature of HOD

Head of the Department
Department of MBA
Acharya Institute of Technology
Soldevanahalli, Bangalore

Signature of Principal

PRINCIPAL
ACHARYA INSTITUTE OF TECHNOLOGY
Soldevanahalli Bangalore-560 107

DECLARATION


I B VISHWADEEP hereby declares that the project report entitled on "A STUDY ON FACTORS AFFECTING CONSUMER PREFERENCES" with reference to STEREO DRUGS PRIVATE LIMITED Kolhar Industrial Area, Bidar. prepared by me under the guidance of Prof. ARCHANA VIJAY faculty of MBA Department in ACHARYA INSTITUTE OF TECHNOLOGY and external guidance by NAGENDRA BABU, Manager, Kolhar Industrial Area, Bidar.

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration in Visveswaraya Technological University, Belgaum.

I have undergone the project for the period of 10 weeks. I further declare that this project is based on the original study undertaken by me and not has submitted for the award of any degree/ diploma from any other university or institution.

Place: Bangalore

Date: 28/05/2018


Signature of the student

ACKNOWLEDGEMENT

I would like to acknowledge many people who shown interest and have also put great efforts towards my project. I would like to thank my internal guide **Prof. ARCHANA VIJAY**, MBA department, Acharya Institute of Technology, Bengaluru and I also thank my External guide **NAGENDRA BABU**, Manager Stereo Drugs Private limited, Kolhar Industrial Area, Bidar. I wish to express my sincere thanks to Principal of Acharya Institution of Technology for their co-operation.

I wish to express my thanks and deep gratitude to **Dr. NIJAGUNA**. HOD, Department of MBA, AIT for the guidance and support in completion of project. Finally, I express my sincere thanks to all the staff of MBA department of AIT for their valuable suggestions in fine tuning the report.

B VISHWADEEP

TABLE OF CONTENTS

Chapter No	TITLES	Page No
	EXCECUTIVE SUMMARY	1
1	INTRODUCTION	2-26
1.1	Industry Profile	3
1.2	Company Profile	6
1.3	Vision, Mission and Quality Policy	8
1.4	SWOT Analysis	25-26
2	CONCEPTUAL BACKGROUND AND LITERTURE REVIEW	27-43
2.1	Theoretical Background	27-37
2.2	Literature review	37-43
3	RESEARCH DESIGN	44
3.1	Sampling Design	44
3.2	Statement of problem	45
3.3	Need of study	45
3.4	Objective of the study	45
3.5	Scope of the study	45
3.6	Limitation of study	45
4	ANALYSIS AND INTERPRETATION	46-66
4.1	Data	46
4.2	Data Analysis	46

4.3	Interpretation of Data	46
5	FINDINGS SUGGESTIONS AND CONCLUSIONS	67-70
5.1	Findings	67
5.2	Suggestions	69
5.3	Conclusions	70
	BIBLIOGRAPHY	71
	ANNEXURE	72-75

LIST OF TABLES

Table No	Particulars	Page No
4.1	Table Showing the Opinion About Gender Particulars	46
4.2	Table Showing Opinion About Age	47
4.3	Table Showing Profit Earning Per Month from The Coca-Cola Products To Distributors	48
4.4	Table Showing Opinion About Education	49
4.5	Table Showing Opinion About Occupation	50
4.6	Table Showing the Customer Heard About the Stereo Drugs Products	51
4.7	Table Showing the Customer While Purchasing Stereo Drugs Product Is the Most Important Factor	52
4.8	Table Showing the Customer on Average, How Much Do You Spend on Stereo Drugs Products Each Month	53
4.9	Table Showing the Customer Primarily Buy Stereo Drugs Products.	54
4.10	Table Showing the Customer Information Source Is Effective While Decision Making to Purchase a Health Care Product	55
4.11	Table Showing the Customer Get to Know or Learn About New Products	56
4.12	Table Showing the Customer Attention Most Shopping At any Medical Care Centre Or Pharmacy What Promotional Activities Grab	57
4.13	Table Showing the How Often Customer Switch Brands for Medical Care	58
4.14	Table Showing the Price Is a Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	59
4.15	Table Showing the Hypoallergenic Feature Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	60

4.16	Table Showing the Ease of Use Is an Important Factor, When Deciding To Purchase A Stereo Drug Product For Customer	61
4.17	Table Showing the Brand Name Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	62
4.18	Table Showing the Quality Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	63
4.19	Table Showing The Anti-Aging Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	64
4.20	Table Showing The Packing an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	65
4.21	Table Showing The Which Brand / Company Do Customer Prefer of Taking Health Care Products	66

LIST OF CHARTS

Chat no.	PARTICULARS	Page No
4.1	Chart Showing the Opinion About Gender	46
4.2	Chart Showing the Opinion About Age	47
4.3	Chart Showing the Distributor Opinion	48
4.4	Chart Showing the Opinion Customer's Education	49
4.5	Chart Showing the Opinion Occupation	50
4.6	Chart Showing the Customer Heard About the Stereo Drugs Products	51
4.7	Chart Showing the Customer While Purchasing Stereo Drugs Product Is the Most Important Factor	52
4.8	Chart Showing the Customer on Average, How Much Do You Spend on Stereo Drugs Products Each Month	53
4.9	Chart Showing the Customer Primarily Buy Stereo Drugs Products.	54
4.10	Chart Showing the Customer Information Source Is Effective While Decision Making to Purchase a Health Care Product	55
4.11	Chart Showing the Customer Get to Know or Learn About New Products	56
4.12	Chart Showing the Customer Attention Most Shopping At any Medical Care Centre Or Pharmacy What Promotional Activities Grab	57
4.13	Chart Showing the How Often Customer Switch Brands For Medical Care	58
4.14	Chart Showing the Price Is a Important Factor, When Deciding to Purchase A Stereo Drug Product For Customer	59
4.15	Chart Showing the Hypoallergenic Feature Is a Important Factor, When Deciding to Purchase A Stereo Drug Product For Customer	60

4.16	Chart Showing the Ease of Use Is a Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	61
4.17	Chart Showing the Brand Name Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	62
4.18	Chart Showing the Quality Is an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	63
4.19	Chart Showing The Anti-Aging Is an Important Factor, When Deciding to Purchase Stereo Drug Product for Customer	64
4.20	Chart Showing The Packing an Important Factor, When Deciding to Purchase a Stereo Drug Product for Customer	65
4.21	Chart Showing Which Brand / Company Do Customer Prefer of Taking Health Care Products.	66

EXECUTIVE SUMMARY

Internship of 10 weeks is an opportunity given to every student pursuing MBA program. It would give a practical exposure to all the management students as MBA program is not only about gaining theoretical knowledge but also of practical study. This period of 10 weeks was highly beneficial as it gives me an understanding of the actual working conditions in the organization and an overall experience of conducting the research.

I got an opportunity to study and to learn stereo organization medicines Pvt Ltd. I am familiar with the environment of the company for a period of 10 weeks. The study was conducted to understand the structure, function and processes of the various ministries and their mutual dependence. In study I, interacted with the staff of the organization and they provided me all sorts of information about the company. The process also provided me the first-hand exposure to the working of the organization.

That is important to understand the strategy as mission, vision, goals, targets, and so on. It is usually important to understand how the various functional corporation work together to own common objectives of the business. Thus, that the students are obliged, a study by the corporation " during the breaks between the third and fourth semester. Inside basic, an internship involves an exchange service for experience between students and corporation.

The descriptive research was conducted on a sample of 100 customers to find out the buyer behavior and preference of the customer towards purchasing of the Stereo Drugs. It was found that price, pain relief effect and packaging play a key role in customers deciding the purchase of Stereo Drugs and company should focus on laying emphasis on such factors to improve the buyer preference.

CHAPTER 1

INTRODUCTION

Market research is an key factor for the benefits for the pharmaceutical industry is one of the is very advanced in India, which has been established, a change, a revolution in India to maintain state of the art technology and quality of world class standard. These customers a great commitment to society than in other sectors is involved in the production of medicines.

Stereo PRIVTAE medicines LIMITED (SDPL) is a growing fast, reliable and sleepers, pharmaceuticals, develops, manufactures and sells and distributes the best guarantee of the quality of medicines in India. SDPL tries to increase the quality of life through the support of the people energetic, feel better and live longer. The main activities are the industry of medicines and vaccines, supplementary marketing of medical and pharmaceutic products drinks food.

Within addition, it is a leader in neuro-scientific vaccines and growing portfolio onco logi quest. SDPL offers products 140 markets worldwide and more than 100 1000 people around the world. 180 Sdpl a producing site in 41 nations around the world. The competitors. It provides information and facts for the id and analysis of market needs, the size of the market and opposition. The project is centered on the market industry study on the factors that impact the preferences of shoppers in the purchase of the sdpl care products, pharmaceutical drug company as well as its promotion and how it can be created greater awareness for the merchandise in a more efficient communication. SDPL is one of the main nationwide companies and multi on the planet. Your marketing and advertising are different. SDPL company, has recommended and never recommended.

SDPL even tried various support measures are certainly not necessary for the consumer more conscious of the skin treatment has SDPL another plan to notify the consumer. Your advertising measures are divided into 3 categories: doctor, pharmacy and consumers.

1.1 INDUSTRY PROFILE

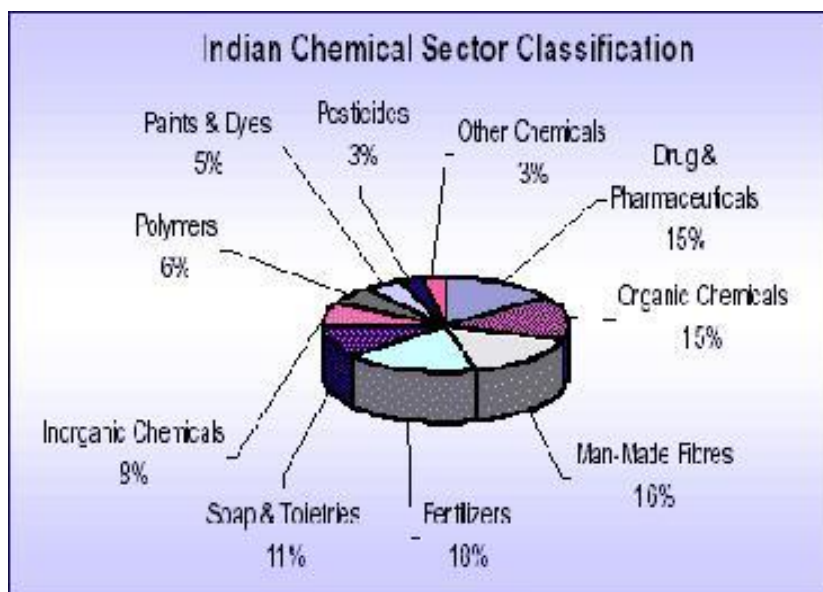
Typically, the chemical industry is a single of the first countrywide industries in India has contributed drastically both the market and the monetary progress of the since their accession to independence in 1947. The industry is currently approximately 70 000 commercial products for body care and cosmetics, plastics and pesticides. The wide variety of products can be grouped into distinct categories, and organic and biological (were) Chemicals, Plastics and petrochemical, medicines and pharmaceuticals, dyes and pigments, pesticides and agricultural chemicals, fine and specialty chemicals and fertilizers. The emphasis on the modernization of the government. India played an active role in promoting the growth and development of the chemical industry National India. The ministry of Chemicals & Petrochemicals, is part of the ministry for fertilizers and chemical products since 2008 responsible for the political decision-making, planning, development and regulation of the industry. India is an essential exporter of textiles, engineering goods, chemicals and leather goods.

The chemical and allied industries are segments of Indian Industry. There are tremendous growth opportunities in the field of chemicals. Run in chemical precursors in the period 1995-1996 exceeded Rs 6742 Crores in goal must be many Rs 7 crore 979, 30 and a massive increase of 24% in the previous year (403, 90 Rs 6 crore. In the period 1994-1995, exports have totalise 6 403, 90 crore rs against the target group 5 504, 60 crore Rs, reached during the previous year Rs 4, 904. 40crore shipments against the target group 5 584, 00 crore Rs. Drugs and medicines and organic/inorganic/agro-chemical have contributed up to 63% of total exports. It was a job hercule enne success under competition regarding multinational companies in typically the world. Turnover for typically the financial year completed about 1998-99 is found in typically the for 10 million baht in Thailand (divide that by three for the rest of the developed world). Rs. 15000 crores. The per capita intake of chemicals is significantly below the world. Regarding example, the production regarding phosphoric acid as a new barometer growth in substance industry.

The per household consumption is merely about a few kg annually in Of India compared to 40 kilogram in the industrially produced countries. India is typically the 13e will be the world's most significant exporter of pesticides in addition to disinfectants in the Realms and the volume regarding 12e most significant manufacturer regarding chemicals. The average growth level of

12. 5%, typically the chemical industry of India, it proposes a variety of opportunities for investors both inside India and the planet. The importance of typically the market potential, along with the wholeness of the human assets plus the substantial number regarding resources in the region is a provision in typically the new millennium.

MAJOR SEGMENTS OF INDIAN CHEMICAL INDUSTRY INCLUDE-



PHARMACEUTICALS & BULK DRUGS

Based on quantity and value, the pharmaceutical industry of Indian, it is class 4e and 13e. Industry can be divided into sections and produces approximately sixty 000 free formulations and pharmaceutical products made and around 400 lots of drugs utilized in the products.

THE AGROCHEMICAL INDUSTRY INCH

one of the very most dynamic in the manufacturer of insect sprays in the world, Indian is the second greatest manufacturer of agricultural chemicals in Asia. Over one hundred forty-five pesticides in the united states, 85 approved a technical product are produced on site. The country has will function as the basis for the provision on the world market for products agro chimiques generics.

THE PETROCHEMICAL AND CHEMICAL ORGANIC

Of the petrochemical industry mostly include the polymers, artificial fibers, between dealers and processing plastic grows into an interest rate of 14%. India is the world 9e according to consumption and should be 3ème greatest consumer plastic polymers to the UNITED STATES and China until the year 2010.

The specialties include chemical substance specialties fine chemicals and chemical products. The chemical substance industry fine Indian is in the growth stage of an estimated associated with \$700 million. The industry is mostly on the pharmaceutical industry. Industry Chemical substance Specialties Indian expected a value of approximately 3 billion dollars dollars.

INORGANIC CHEMICAL PRODUCTS

Characterized with a degree of fragmentation, even with high volume products, inorganic chemical substance products from India lower than 4, 5 % on the planet market. The area includes manufacturing chemicals such as sulfuric acid, phosphoric acidity, titanium dioxide. The soot and business and caustic soda and forms an important part of the natural sector.

DYES

Industrial chemical dyes India likely to be about \$3 billion, with the export of around US\$ 1 billion of for each capita consumption is very low (50g) in connection to the world-wide usage average(400g). The is very fragmented with 50 players on sector and nine hundred in the field is not organized. (400g). The has an enormous through the years from as an intermediary for the for the manufacture of the fully-fledged industry with a massive export possible. The time of Indian in the dye for the worldwide production is 5% with a capacity for the production of 1, 50, 000 Loads per year.

1.2 COMPANY PROFILE

BACKGROUND OF THE COMPANY

Drugs stereo Private Limited a personal company founded on summer. June 2008. The product commenced with long-lasting loans state of Karnataka Finance Corporation (Ksfc) area of the rear courier business plan no. 183, professional area, Bidar Kolhar. The commercial production commenced in July 2012. That is classified as a non-government and companies authorized in the register of companies of Bangalore.

Allowed to share capital is Rs, 10 000 500 & on a paid-in capital is Rs, ten 000 000 It is active in the manufacture of basic chemicals. Medicines Stereo private limited's Annual General Conference (AGA). Took place on 28. September 2016 and based on the records of the Ministry of General Matters (MCA) at the balance sheet was only thirty-one. March 2016.

NATURE OF BUSINESS

“ Manufacturing and marketing of chemicals and pharmaceuticals intermediates”.The proposed unit will engage in manufacturing of organic chemicals. Like nitro compound which are commercially produced for use as explosives, solvents, or chemical intermediaries (substances valued as raw materials in further chemical processing).

PROMOTERS

➤ **KINTHADA SURYANARAYANA (MANAGING DIRECTOR)**

Appointed Date: 6 June 2008

He has completed M. Pharmacy (Ph.D..) course. And has worked in abroad 20years and his expertise lies in the design and early stage planning of project and infrastructure development. He is responsible for implementing quality policies and systems based on GMP guidelines and having good exposure in all technical activities. has a good association with various chemicals, Bulk Drugs and Pharmaceutical manufacturers in and around Hyderabad which is a leading center for Chemicals & Bulk Drug Industry.

➤ **MR. ADISHESHU, (DIRECTOR)**

Mr. was appointed as Director of Company in place of his father who expired with effect from 22.05.2008 vide Board Resolution

➤ **KINTHADE VIJAYALAKSHIMI (DIRECTOR)**

Appointed Date: 18th December 2009

she is completed in B. Com, M.Com She worked experience in 15 years. She is vast experience in production, design, procurement etc. manages the procurement, sales and Logistics.

1.3 Vision, Mission and Quality Policy

VISION

The standard of the manufacture of chemical substance products and diversified operating via a continuous innovation F-D, is focused on the customer and a world-wide. In order to return to the area of the quality of life of the Commune and employees and the currency of the ecological balance and of the cultural heritage through "strong & secure consciousness" for the creation of a sustainable value for the municipality, government agencies, financial institutions, suppliers, employees and management.

MISSION

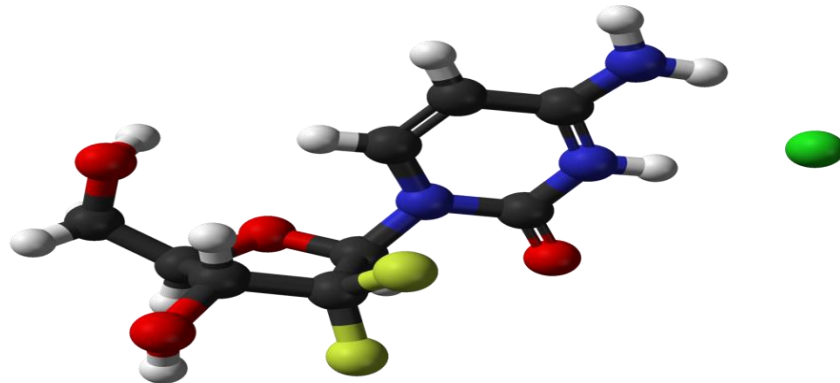
Around its own vision with passion and tireless it hard on duration". Towards this object of quality, we advocate continuous improvement in all our Activities by fostering teamwork, innovation, providing good working environment And effective training to our employee to make them more competent and quality Conscious.

QUALITY POLICY

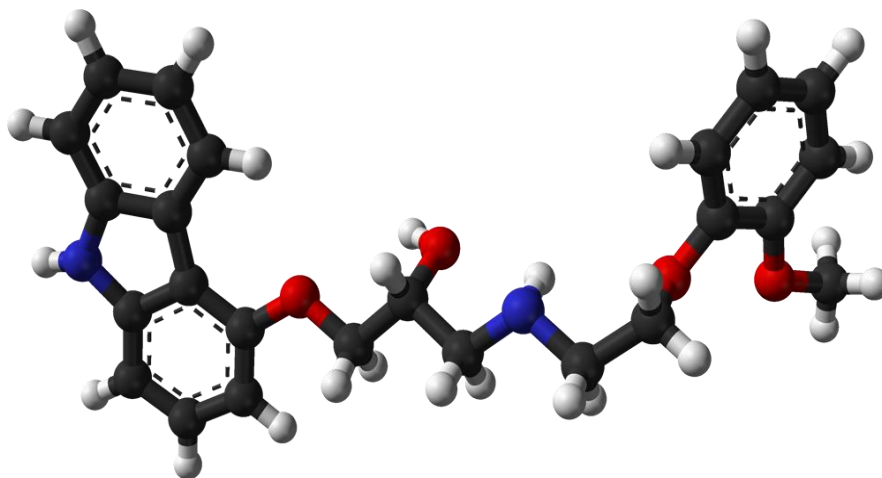
Stereo Drugs private limited believes Quality, environmental control, occupational health & safety are essential elements of operations and prime management responsibilities. In this direction the company is committed to Enhancing customer satisfaction through focus & total employee involvement Complying with environment health & safety regulations. Ensuring effective preventive controls in quality, environmental health and safety management systems, continually improving quality, environment, health and safety management systems through QM.

PRODUCT / SERVICE PROFILE

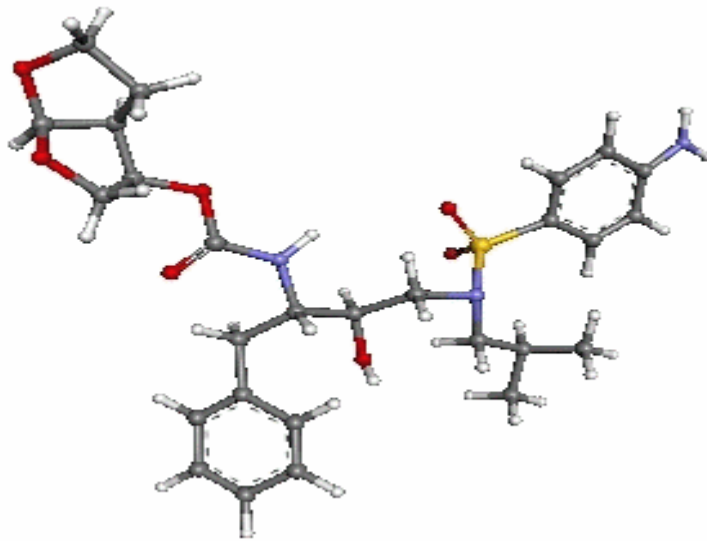
ANCITABINE HYDROCHLORIDE (THERAPY –ONCOLOGY)



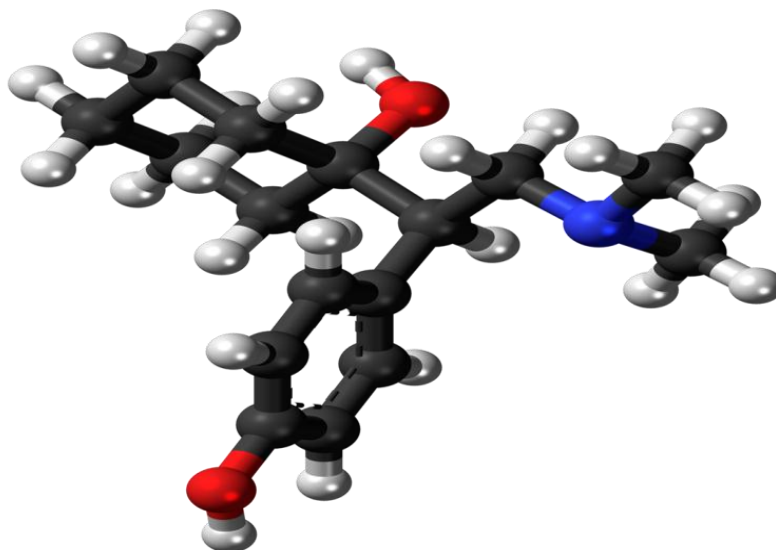
CARVEDILOL –(THERAPY -ANTI HYPERTENSION)



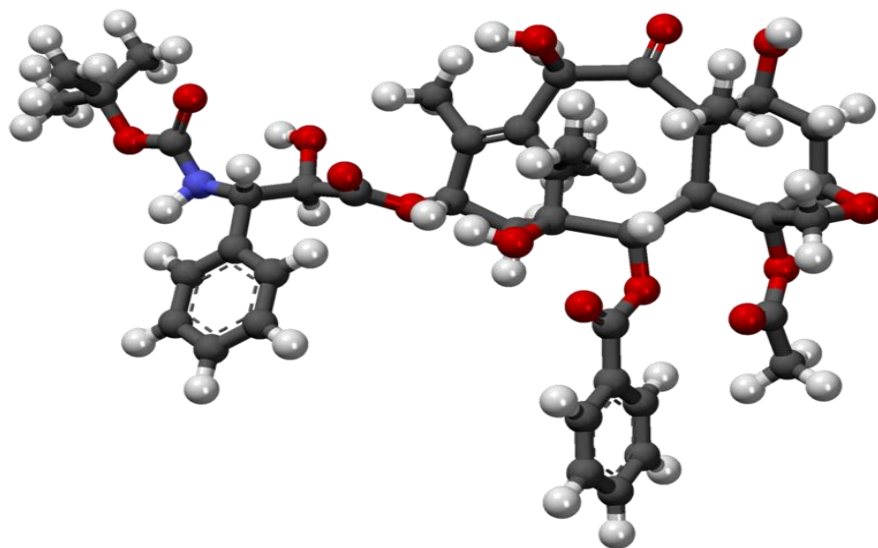
DARUNAVIR (DRV) –THERAPY - ANTIRETROVIRAL



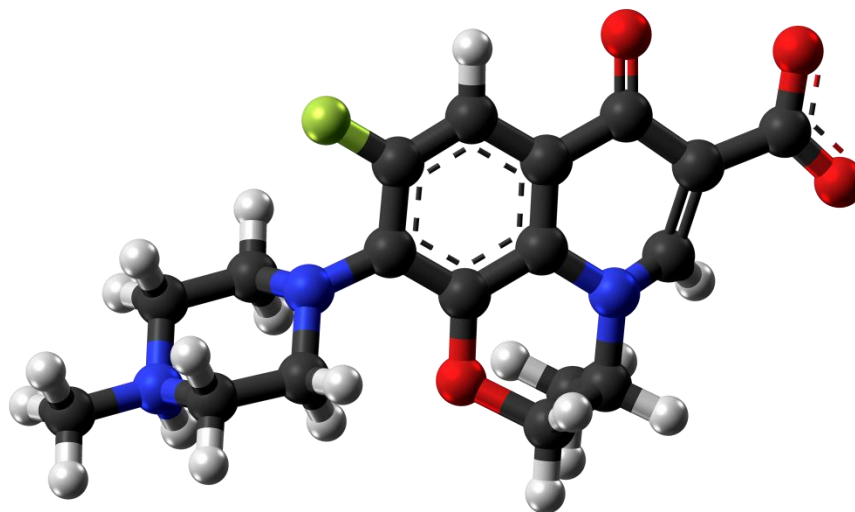
DESVENLAFAXINE HYDROCHLORIDE(THERAPY –ANTIDEPRESSANT)



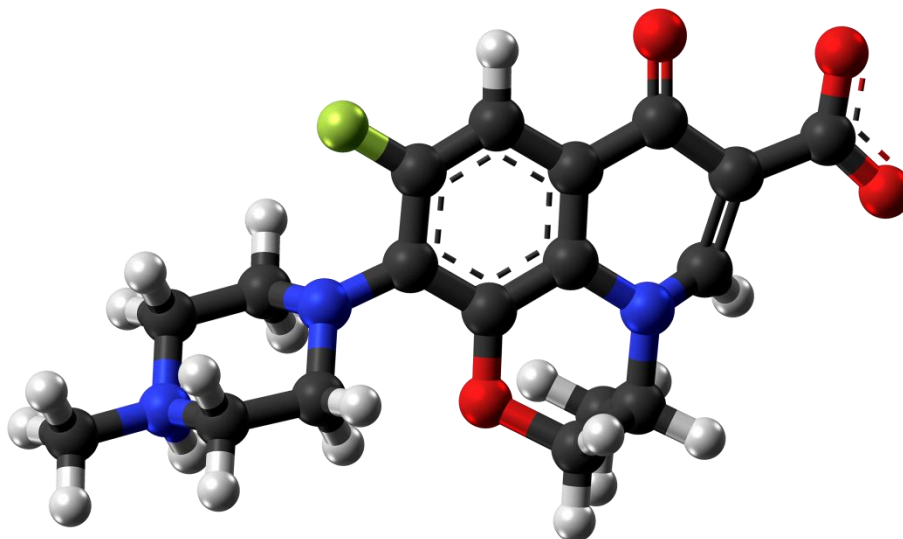
DOCETAXEL TRIHYDRATE (THERAPY –ONCOLOGY)



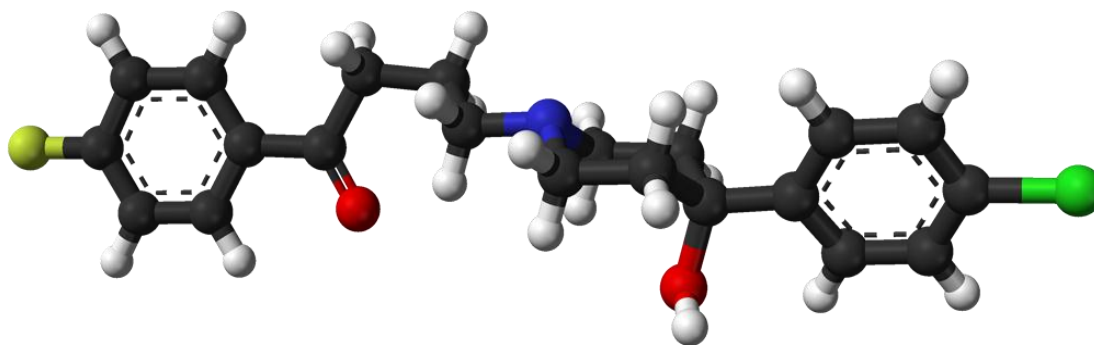
ENROFLOXACIN –THERAPY - ANTIBIOTIC



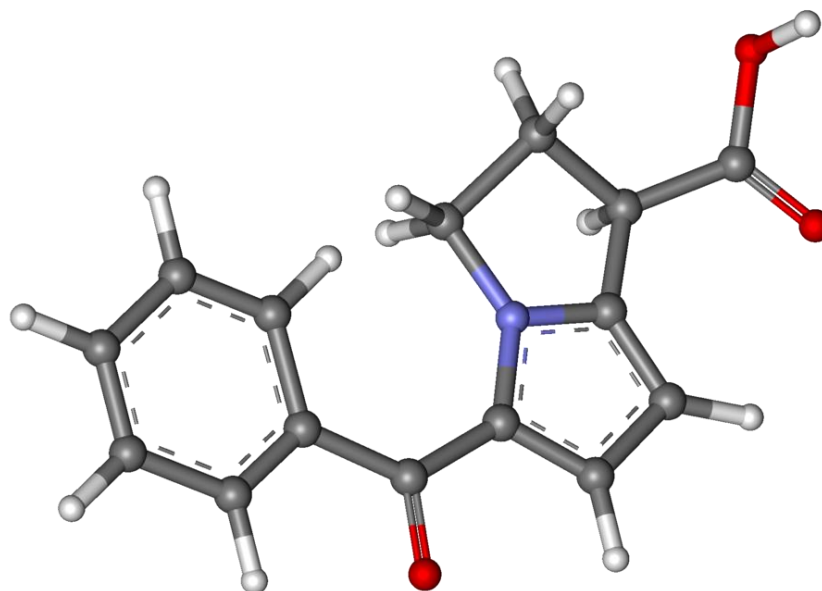
FLUCONAZOLE (BP,USP,PH.EUR)



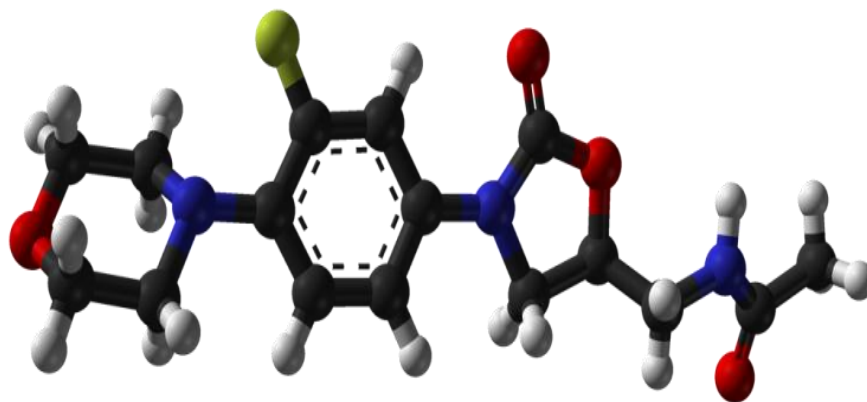
HALOPERIDOL (THERAPY- ANTIPSYCHOTIC)



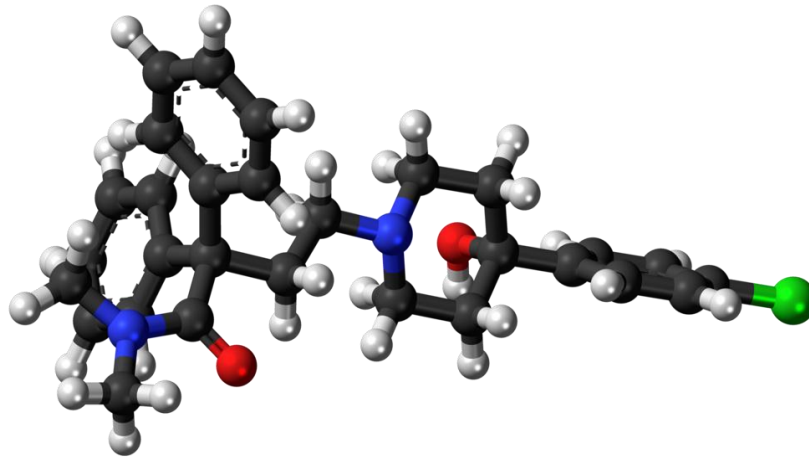
KETOROLAC TROMETHAMINE (THERAPY ANTI-INFLAMMATORY)



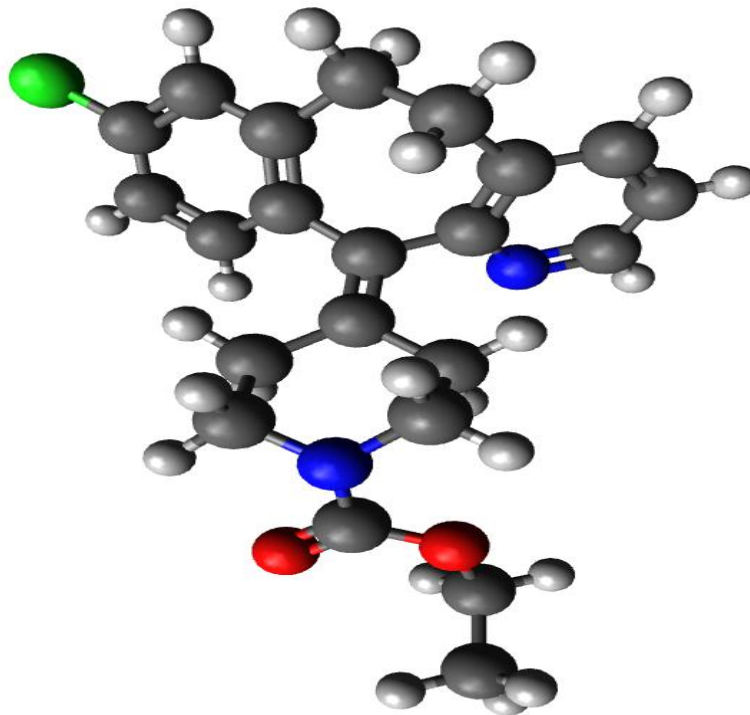
LINEZOLID (THERAPY –ANTIBIOTIC)



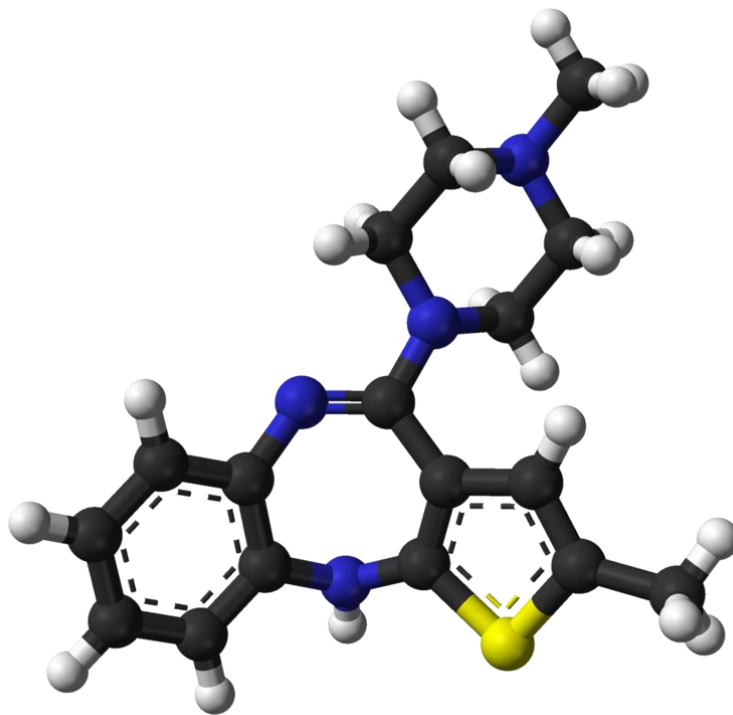
LOPERAMIDE HYDROCHLORIDE (THERAPY –ANTIDIARRHEAL)



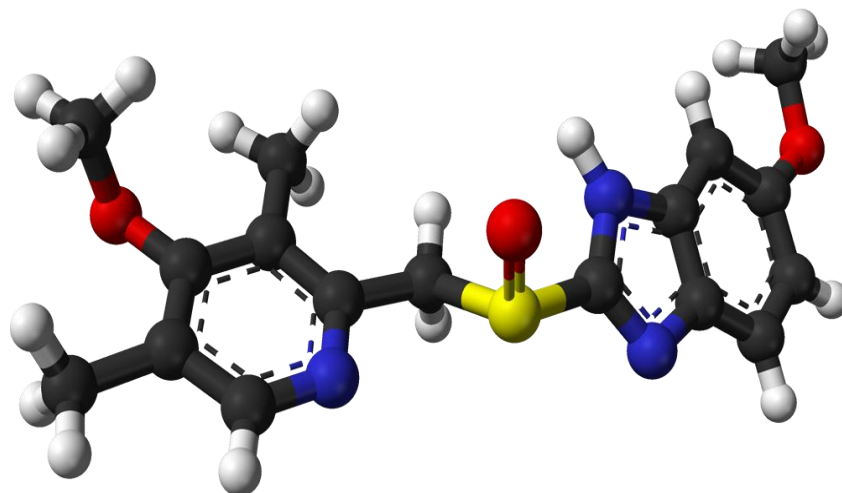
LORATADINE HYDROCHLORIDE (THERAPY ANTIHISTAMINES)



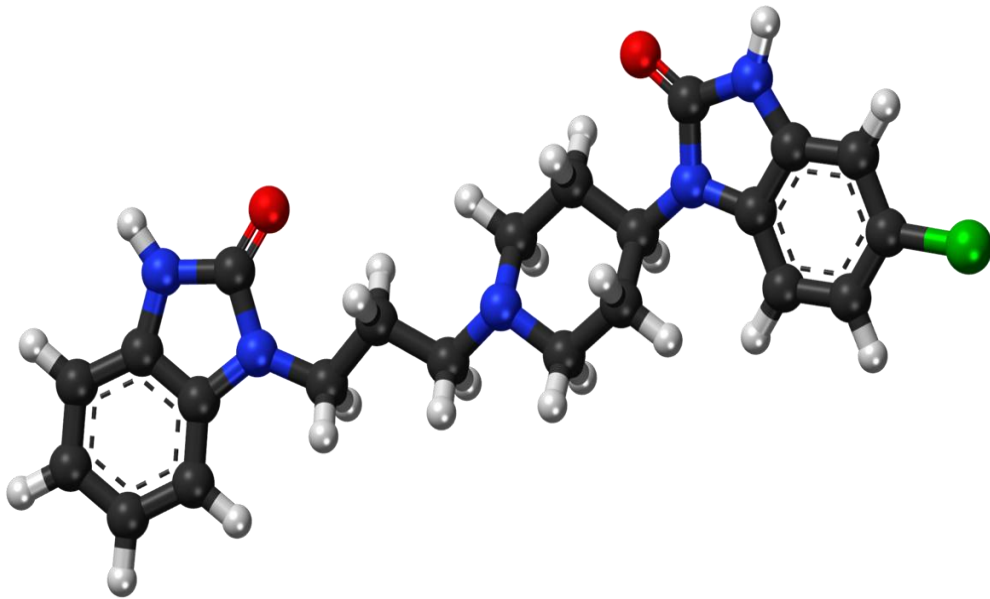
OLANZAPINE PAMOATE(THEROPY –ANTIPSYCHOTIC)



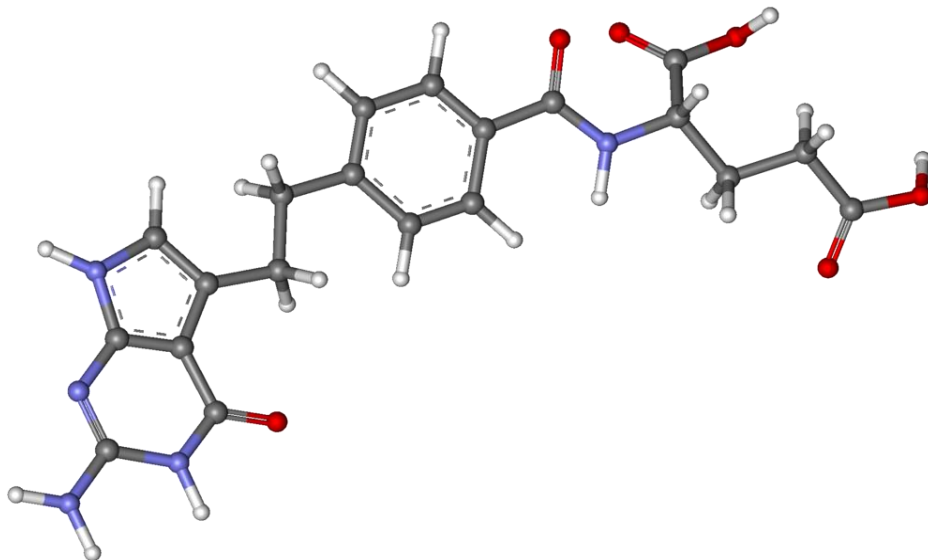
OMEPRAZOLESODIUM (THERAPY -GASTRIC ACID)



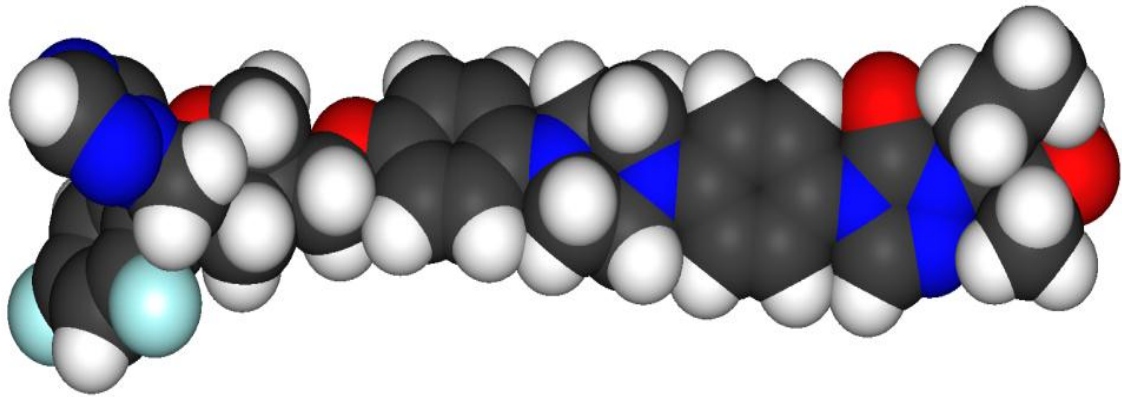
PANTOPRAZOLE SODIUM (THERAPY ANTI ULCER)



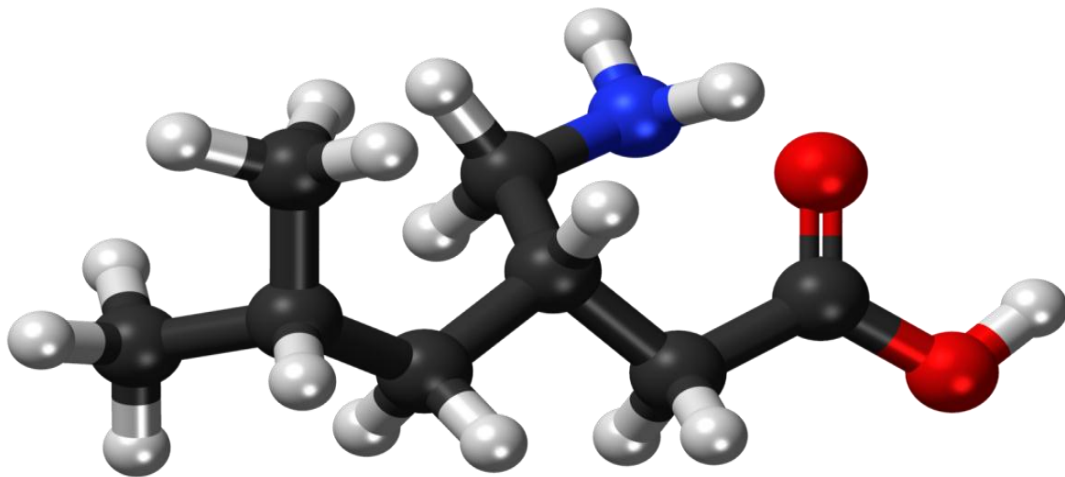
PEMETREXED DISODIUM HEMIPENTAHYDRATE (THERAPY -ONCOLOGY)



POSACONAZOLE (THERAPY –ANTIFUNGALS)



PREGABALIN- (THERAPY – ANTICONVULSANT)



INFRASTRUCTURE

STEREO DRUGS PRIVATE LTD provides infrastructure needed to achieve the conformity of Chemical and Pharma to customer's requirements.

The following infrastructure provided by STEREO DRUGS.

- Well Ventilated production blocks with dedicated equipment's.
- Quality Control Laboratory with modern technology equipment's.
- The company is having separate boardroom for meeting, training hall and lunch rooms.
- Administrative office with all facility.
- The company is providing bus facility to the employees.
- Supporting service such as communication.
- 800 KV requirement of power facility from GESCOM.

MANUFACTURING FACILITIES

BOILER



REFRIGERATION:

COOLING TOWER:



HOT OIL UNIT :



NITROGEN GAS UNIT:



D.G.SET:



FACILITIES

PROVIDENT FUND:



Under this benefit monthly 12% amount deducted from the employee's salary are made and an equivalent amount contributes by employer. After the resignation / retirement / death the full balance of his/her credit with interest is payable.

PERSONAL PROTECTING EQUIPMENTS/ UNIFORM:



For every worker working in the company will be provided factory uniforms, apron, shoes, helmets and nose mask for their safety.

MEDICAL TREATMENT



- The company providing medical allowances twice in a year.
- The company providing doctor fees and medical expenditure whatever paid by the worker. If he is injured at the working hours all the expenses incurred are paid by the company.
- There will be a regular medical check up of the employees of the company. Those who are suffering from any kind of disease then such people will be given sick leave.

WORK ENVIRONMENT:



For better environment conditions to the workers in the factory good ventilation and soft lighting are used to maintain the workers' health in the production area. Display boards gives Awareness on firefighting, Spillage, Hazardousness and Nature of Chemicals to employees.

SECURITY FACILITY:



- There are totally 12 security guards working daily in 3 shifts. Their responsibility is to check every person, trucks, vehicles, workers.
- Visitors who go to company will provide visitors register for record the Name of visitors,

entry and outgoing time. And maintain the healthy environment surrounding the company.

CANTEEN FACILITY:

- The company is providing the food to employees without charging any cost, those who are working overtime in the company.

COMPETITORS



1.4 SWOT ANALYSIS

STRENGTHS:

- Technology is developed in-house and is efficient. It is flexible and can adapt to the changing situations and improvements.
- Company is operating under ISO-9001:2008 Quality management systems. In the process it has fine-tuned its plant layout and also parts of the process. This has improved the image of company's products in the market.
- The technical manpower on the shop floor ensures less wastage, lesser cases of contamination and more efficiency.
- Sound marketing strategy of personnel contacts and direct supplies.
- Strong management team and motivated work force.

WEAKNESS:

- The final products are intermediates for the other products.
- The Company need improvements in Environmental Management System and as well as Occupational Health and Safety.
- Some workers are technically not qualified, so special training is to be needed.

OPPORTUNITTIES:

- They are having excellent infrastructure and in ultra-structure facilities.
- It can capture the whole domestic market.
- They are having goodwill in workers.
- The employee – employer relation is very well compared to others.

THREATS:

- Some competitors are introduced some highly technical aspects like global view, etc.
- Stiff Competition.

CHAPTER 2

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

2.1 THEORETICAL BACKGROUND

INTRODUCTION OF CONSUMER PREFERENCE

Fundamentals of the application therefore is a model, as consumers are included. The particular consumer can a quantity of preferences and ideals, their determination is outdoors the influence of the economy. You are certainly in phrases of culture, education and individual choices under a variety of other factors. The extent of these values in this model for a very special in phrases of opportunity costs is actually the consumer buys and uses good. When someone purchases a very special, while the ability cost of purchase or the loss of earnings in the consumer goods could have acquired the place. We build a model in which we draw the map or diagram the customer choices.

This can be assessed pertaining to the level of the satisfaction of the Consumers act in the preservation of different mixtures or quantities of goods. The purpose of the consumer must be selected, all were providing the highest degree of satisfaction as you are a consumer. However, the consumers are incredibly limited in their choice.

These restrictions are because of to the income of the consumer and the consumer pays the price of the goods. All of us are now officially the model of the purchasing decision. In the course we are going to give a terminology to describe the model. Development of the model is divided into about three phases. After a conventional declaration of the targets of the buyer, we have the map of consumer preferences. Secondly, we determine the voltage of the budget of the consumer; last but not least, combine, to determine the consumer's choice of objects

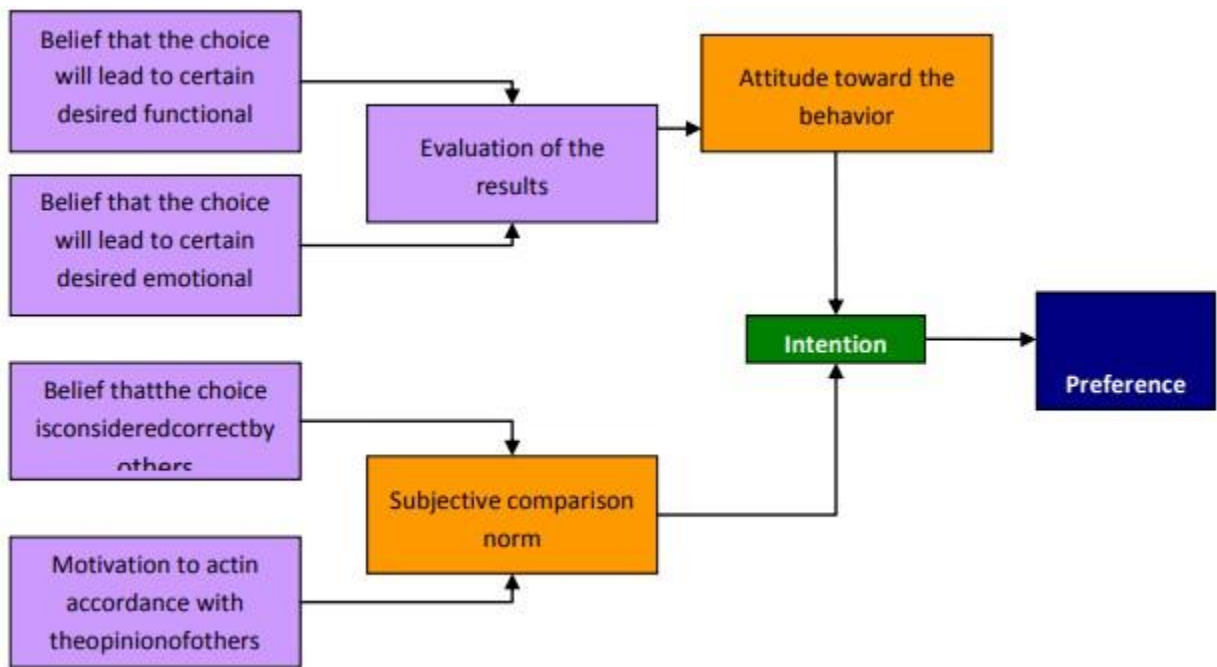
DEFINITION OF CONSUMER PREFERENCE

Study regarding the demand in the economy means, like the card holder's choice of goods and services. After James Chemical. Cox in the Recognized Journal- traditional economical usage works on the presumption that the consumers are looking more trucks or joy, you can buy.

Consumer preferences is the meaning of the category of goods and services according to the scope of the advantages that they provide. Investigation of consumer routines employs assumptions about the behavior of the consumers and how they choose the Preferences.

FUNDAMENTALS OF STUDYING THE CONSUMERS' PREFERENCES

The idea of rational choice involves pieces in the pose towards the end, are the schedule for the formation regarding a preferred. This principle gives us a type for a much better understanding of the extent to which consumer preferences are trained and provide an appropriately with the necessary funds for research and development may provide the consumer habits. After analysis of how the consumer preferences are trained from the point of view of the theory of rational decision-making describes Figure 1 we can conclude that in the target consumer preferences, understand their needs and wishes in relation to the performance (functionality) within the framework of the purchase, emotional, the expected results as well as the standards subjective consumer-to-use determine the tendency for a product or a service as against others.



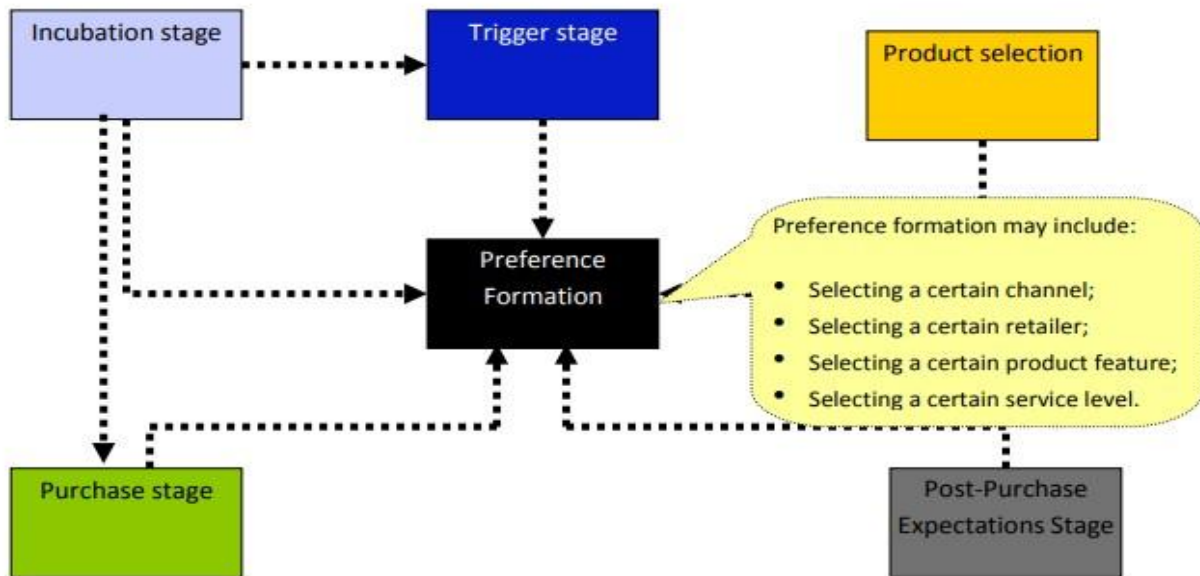
The very first hypothesis of the design is the fact that individuals shopping. Within some cases the take action can remember thinking minimal with the purchase associated with a product or perhaps a support already has become typical. In other cases, the particular act of thinking may be extended over the longer period of period, while each component will be fully treated car

prior to the implementation of the particular purchase. We can determine that the pattern is utilized from the consumer more or even less always he purchases and parts that impact the decision are favored at the same period, components, interfere within the assessment of the performance from the goods

or services bought, as well as the organization responsible. And, in case the parts of the preference change, components that will influence the satisfaction furthermore change accordingly. The theory associated with rational decision takes accounts of the impact from the measures implemented. We prefer a product, a person or even body, as we possess already decided that this subject matter of the best upon our menus or programs for performance, with the particular emotional requirements to compare judged by our standards. Every step purchase contains parts high performance and psychological favored by consumers. In case we purchase prolongeons the particular stages from the process, subsequent the example of the theory of rational choice (described in Figure 1), we are able to interpret the experience associated with the assessment by the particular purchase (see Figure 2)

The first hypothesis associated with pattern is that individuals shopping. In some instances, the act can remember considering minimum with the acquiring a product or the service already has turn out to be common. In other instances, the act of thinking can be extended over a longer period of time, while each element is fully treated car before the implementation of the purchase. We can conclude that the pattern is used by the consumer always he buys and components that influence the decision are preferred at the same time, components, interfere in the evaluation of the performance of the goods or services purchased, as well as the organization responsible. And, if the components of the preference change, elements that influence the satisfaction also change accordingly. The theory of rational decision takes account of the impact of the measures implemented. We prefer a product, a person or body, as we have already decided that the subject of the best on our menus or applications for performance, with the emotional requirements to compare judged by our standards. Each step purchase contains components high performance and emotional preferred by consumers. If we purchase prolongeons the stages of the process, following the example of the theory of rational choice (described in Figure 1),

we can interpret the experience of the assessment by the purchase (see Figure 2).



From the attributes, also for the buyer as crucial for the purchase of a product (for example frequent is the adoption of certain levels power broker in exchange for a good price for the purchasing strength of consumers).

Methods for the assessment of consumer habits since the inclination is merely in the circumstance of a strong determination, the search for Tastes includes a lower amount, however at the same time, zone a whole lot deeper than the examine of the justifications, subsume examination of the power of the preferences, taking account also of the identical tools, during the examination of the causes. Investigation of consumer preferences, you can use the method of remark (as when one evaluates the reasons for the purchase), using the less costly the mental and, concurrently, precise data acquisition compensation places guarantees a real legal justification. The picky investigation on the schedule of a written customer survey is also used in study regarding consumer preferences, even whether it only determines the behavior of consumers, and not, as in the situation of the observation.

The measurement of the choice for the concepts of replacement can be transported out technical assistance has become more and more broadly known, namely the evaluation conjugate. There is

a solution to determine the value for the use of the customer shows various characteristics of an object. The respondents are several quotes will be obtained with hypothetical mixture of certain functions and must be task of these offers based on your needs. Testing consumer preferences is based on a wide variety of techniques such as: simple classification comparisons of few, ladders evaluation, each with advantages and disadvantages. The particular valuation method for standard offers more information and comparisons of the grading method simply pair. The particular author is obliged to use the arrangement on the scale their preferences for every product. With the help of this method, we see not only about choices, but also the qualitative level of preferences for every product and the distance between products. At the same time, this method is simple to handle, particularly if one would be to judge several². Examination of the choices can be addressed in various combinations of the research on other dimensions in the behavior of consumers. For this purpose, you can use special technical investigations, like the methods contextuelles or psycho drame³. The exploration of consumer habits leads to a more accurate understanding several important problems in the study on consumer satisfaction, and that the consumer satisfaction may be higher than those presently not guaranteed the big event the preference of consumers later on.

4. KEY STAGES IN ORGANIZING A RESEARCH ON THE CONSUMERS' PREFERENCES

The corporation of a selective supply studies a process really difficult. So as to maximize typically the contribution of research inside marketing for your process regarding decision-making, this activity need to be together with nearly all of the auto.

Author Ying-out in the commercialization of typically the research is due to specific successive phases within a complex started determining the purpose and objectives of the research and after treatment with the presentation of the conclusions and recommendations.

Identification of the problem and the definition of the object of research is the identification of the problems and definition of studies one of the main levels in the research, with important influences on the afterwards phases. Perfect, even when typically, the selections inside the other levels, the research is impeded, if the situation is not really typically the subject of an exploration and research are not necessarily plainly defined, and also this could only be achieved by means of close cooperation between analysis and receiver¹. To demonstrate such research, we believe that the goal is usually: "The hunt for consumer practices for tourist services Sinai mountain resort".

About the objectives in the analysis in the process regarding organization of research inside marketing, to identify targets at an operational stage, where the information is necessary for the implementation regarding the earth alternatives to be able to decision ideal for every single sizing of the issue getting examined. Each target need to be relevant for typically the research. Clearly the targets in the search useful inside fund amen ting focus through the necessary details and serves as a regular for the analysis regarding the outcomes. The targets for the research could be formulated as employs:

Identify typically the frequency of visits these stations in huge batch areas; the determination regarding the value of the mountain range, residences main features of the identify the main categories of tourists visited the station in Sinaia, by age, gender, occupation and income,

CONSUMERS' BUYING DYNAMICS

Survey: The survey is typically the process by which a great individual chooses the stimuli, organized by info on these kinds of stimuli and interpreting details. The survey provides crucial implications for the customer. What will be recharged an individual, which determines just how they behaves? No obtain may be consumed, if a new consumer will the product or perhaps service you offer typically the benefits that he requires. Therefore, the marketing employees need to learn how typically the survey works so as to talk with success a merchandise performance. Regardless of whether or not a product is impressive or announcement is to be able to be effective, it may not succeed if that is not perceived by simply the consumer positive prospective.

Studying: Learning is absolutely a constant process, in which the individual acquires knowledge in order to commemorate a big change of habits eternal. Studying is a new type of process evolves straight into a time and really should not be directly noticed. In case a new person views new calls within the environment, it is almost always related to the Etang de knowledge. Learn how the end result requires into account both the current and ancient knowledge. Learning is normally the means of consumption. Normally the behavior of purchasers is mainly the conduct is reached. We received most certain attitudes, values, tastes, options, the symbolic meanings and feelings through learning. Becoming human, culture and interpersonal organizations, such as colleges and religious organizations, family, friends, media and advertising provide learning meetings impact the particular nature of the perception of life of consumers, as well as the products they consume. Seller, many efforts to make sure that consumers are learning associated with their existence and their own products. Companies that produce clarity about your services and products to your customers effectively and frequently a long-term competing advantage than their rivals.

(C) Personality: personality will be defined as the mental characteristics of both reveal and determine how somebody reacts to its necklaces environment. The personality will be constantly and ensures that will the answers an individual are usually regularly in the period. But his personality is visible as a unified, the particular various facets of the character must be investigated simply by scientists from the advertising. For example, is the characteristic of

personality, the dogmatism from the degree associated with rigidity between people. In case someone is very dogmatic, it is extremely difficult to your pet about the ease of revolutionary products and brands. You are able to travel you choose, because well as the manufacturers is fixed and cannot be convinced of célébrités within advertising. On the opposite, these sort of men and women afflicted by the request, typically the Authority. On the opposite, the move has typically the character of innovation usually are receptive to new goods, new services and fresh practices. They are controlled by new experiences. There may be other characteristics regarding the personality as deal with internal consumed as well as other buyers. On the basis regarding these characteristics of typically the personality, the process regarding segmentation can actually end up being achieved.

ORGANISATIONAL BUYING BEHAVIOUR

Financial organizations do not make themselves not only within the sale. You may also buy certain points, such as materials, products are manufactured, installations plus equipment and services, and so on. Therefore, you will require different services from all other businesses and organizations have to realize these needs, resources, politics and procurement procedures. Plus in this section, all of us will examine some associated with the issues such because IT-market sales and marketplace consumption, which as this individual moves, namely in situation of purchase company forecast, etc. These queries.

According to Webster plus Wihel "purchase organization will be the decision by the competent official, the need for bought goods and services, plus the identification, assessment plus selection between brands plus manufacturers.

S. J. Skinner organization defines "buying conduct refers to the activities and choices of the particular manufacturers, dealers and the particular governments to decide which usually products to buy.

Upon the basis of the above-mentioned definitions one can determine that this acquisition of business is the procedure for decision-making in an organization, the resources of the other business and providers to identify the need for the particular services and products and the

getting devices to recognize, evaluate plus choose between different brand names and manufacturers.

THE ORGANIZATIONAL BUYING DECISION PROCESS

Due to the fact organizational selections usually include more individuals in making decisions tasks more complex compared to family or individual choices, marketing efforts to impact this technique are much a lot more complex. There are various stages in the decision-making procedure for recognition of post-purchase problems for performance evaluation. All of us will discuss these phases, one by one.

1) Recognition of the problem: similar to other decision-making process, step one of the purchase decision of the corporation process means the reputation of the problem, if one or more folks to recognize a challenge. That can happen in a variety of cases. Regarding example, the sales office manager and head of any office of an office takes on an important role in the recognition of the need for adding computers in your office. The reputation of this problem, however, in more ways than one. In this circumstance, a frequent problem between the local sales employees and administrative staff, the office manager and dependable sales internal lead understand the problem. The extension of such sources will eventually lead to a stage of influence increases the benefit and another stage of the search for keywords to retrieve content.

2. Lookup: Search for information information can be both conventional and informal. The place for the consideration of potential suppliers, the laboratory tests of a new product or a prototype and examination of the specifications of the product are part of the search according to official figures. Enter search information in the informal talks with representatives of the sales, while the participation in trade fairs or industry reading special checked. The purchasers of company search information, the best decision for both help and support their actions and suggestions in the organization.

3. Evaluation and selection: Assessment of providers are possible and the selection of a supplier is usually followed by a decision-making process in two phases. The first step is a listing of approved supplier to the buyer. In this case, the co-decision procedure very compatible. The use of such procedures, installations for the disposal of providers do not meet all the criteria.

A second phase of the decision-making process as the rules for decision-making and organization could be disjunctive other etc. in the analysis of the rule, a minimum level of income disjonctif lexico GRAPHIQUE decision for every attribute is important. All trademarks, surpassent performance for every key attribute is considered acceptable. Rule lexico GRAPHIQUE decision requires that the foreign buyers for the allocation of requirements in order of importance. The buyer then selects the supplier/product that works best in the attribute is the most crucial thing. If two or more marks serrage the attribute, it evaluates the second important. This process is further complicated by the fact that the individual members of the unit of different assessment criteria.

4. The decision to buy and implementation: Once the decision to buy a organization special was the method of purchase can be determined. From the point of view of the seller is how and when they are paid. In many cases, a payment is not made until delivery. Other payments progressively. For a construction project or builders' company, the years, the payment is important. On the basis of international implementation of purchase and payment is still critical.

5. After the purchase: Evaluation of performance in the final phase of the acquisition of companies process of division, the new performance characteristics of the product. The actual yield of the product is compared with the specifications create the necessary adjustments to the merchandise really does not work in accordance with the ideas of the organization can replace the supplier. From the same time, the yield of the dealer also evaluated. If you are deemed unacceptable, further measures in the dealer or buyer is to find a new provider.

2.2 LITERATURE REVIEW

Assaari and karia1 (2000) in her article "Management Desa Bonn, in the satisfaction of our customers; a case of cellular activities in Malaysia" have seen that customer satisfaction and customer service were key factors in the professional cell biology. Service providers Cellular and gives the best performance customers need vis-à-vis the technology industry. It means that the investment in people and technology support to deliver the best performance for customers today and in the future. A contributed plot most air companies and customers agree that a good service customer, such as a customer of the company views"s services and companies.

Bepko2 (2000) in his article with it "The inviolability of the skills and their impact on the anticipations of the consumers in the quality of service", emphasized that areas need to be addressed, research into the quality of service is the size of the expectations of consumers for the inviolability. The previous research compared the expectations in connection with quality of services for consumers in all divisions, but different groups subject areas for each and every service. The problem of the use of various subject areas for each and every service is the demographic topics" personal debt of the essential variation in the expectations of quality. The study emerged a repeated measurement manipulated and planning, in which the subjects were invited to assessment three services, whose degree of sanctity

Chaturvedi (2006) has described it in his study of medications smaller not these resources and may not be able to survive in the market. The Indian companies are developing environmental R&D is recognized as 'SURVIE kit' in the post-TRIPS scenario. This document contended that the Indian companies are purchasing R&D, not only for the finding of new drugs, also for the development of the capacity to equality also to make best use of available knowledge on exterior. You will also possess the Positio of men since the partner of choice for technology savvy national and multi-national companies. Chaudhuri (2007), explores the expenditure on R&D has risen considerably for a segment of the pharmaceutical industry of India after entry into force. This is not only the level of R&D expenditure has increased, but there was clearly a extreme changes in the framework of the R&D activities of the Indian companies. Previously, they were

mainly tied at the development of new processes for the manufacture of therapeutic products, now they are also involved in the R&D for new chemical substance entities (NCE). The pharmaceutical industry has a good chance of India, while the post-trips.

Alka Chadha (2008) This work analyzes the impact of the patent system firmly on the patenting activity of Indian pharmaceutical companies and discovers that the patenting process of businesses has increased after the placing your signature to of the TRIPs Arrangement. The study is taken out for 65 pharmaceutical drug companies for the period 1991 to 2004 using various parametric and semi-parametric models of accounting data. Results in several models of accounting data indicate a positive and considerable impact on the introduction of patents better in having a patent of activity. Moreover, the results show a pregnancy of 2 years of separation between R&D and us patents.

Beena, S (2006), this informative article seeks to address the extent, nature and impact of the recent break out of consolidation strategies, especially in the form of mergers and acquisitions, implemented by companies of the Indian pharmaceutical industry. The analysis found that many of the firms are implementing these strategies in the new context of globalisation, mainly to overcome the serious competition arising from the pro-market reforms also to reinforce its portfolio in the market. The study comes to the final outcome that the consolidation strategies followed by businesses has enabled them to reduce unnecessary costs, to a greater diploma, and which resulted in better performance of the merging businesses regarding non-merging businesses in the industry.

Chadda (2006) in his work, has sought to show that Indian companies are spending huge resources to ensure non-infringing us patents on processes in overseas countries. After touching the developing countries are seeking to access the developed countries with swarf medicine master (DMFs) for a huge supply of assets and abbreviated New drug apps (stilts) for formulations.

Chadha (2005), there is a more stringent patent routine, stimulated the patenting activity in the Indian pharmaceutical drug industry.

Chataway And chaturvedi (2006) described in their study on pharmaceutical products minors do not have these resources and may well not be able to make it through available in the market. Indian companies are adapting to changing surroundings R&D is known as the "survival kit" in the post-TRIPs scenario. The paper observed that Indian companies are investing in R&D, not only for the breakthrough of recent drugs, but also for the development of ability to assimilate and make use of the ability available externally. They will are also positioning itself as a partner of preference for the savvy technology national and multinational companies.

Chaudhuri (2007) shows that the particular expenditure in R&D offers increased considerably for the segment of the Indian native pharmaceutical industry after touring entered into force. Not really only would be that the amount associated with expenditure in R&D offers increased, but there has been a major change in the particular structure of R&D actions of Indian companies. Formerly they were mostly included with the development associated with new processes for the particular manufacture of medicines, right now they are also included in R&D for brand new chemical entities (NCE). Indian native pharmaceutical industry has possibilities in the period post-TRIPs.

Dhar and Gopakumar (2006) provides analysis to show the performance of the particular companies from the Indian pharmaceutic industry after changes within the patent system needed by the TRIPs Contract. The research shows that R&D spending in certain of the particular leading companies particularly, Ranbaxy and Dr Reddy's demonstrated increase in post- Amount of travel. As a outcome, R&D regarding companies possess improved significantly.

Kale Dinar and Steve Little (2007), describes concerning the Indian pharmaceutic industry has emerged because one of the top providers of generic medications for both developed plus developing countries. The motion from the Indian pharmaceutical business across the value chain associated with P&D represents a impressive change of an distributor of an modern medicines. The Indian government, business and technological policies, together with the changes within the regulations of mental property, has played the crucial role in framing this development of R&D capacity. Using the design of creation of 'Capability' This article discusses the training processes and steps involved with this dramatic accumulation associated with

technological capacity. This evaluation shows that the Indian native pharmaceutical industry has adopted a trajectory of copying of imitation artistically to increase the value chain of pharmaceutical R&D. Ultimately, consequently of changes inside the law of patents of the industry is learning to develop innovative capabilities in R&D. The scientific capacity of basic in addition to intermediate gained from imitative learning gave these firms a solid basis regarding the development of superior impressive skills in R&D. These findings have effects for government policies, since well as business methods in other developing nations around the world, albeit with some constraints as a result of global harmonization regarding patents promoted by typically the World Trade Organization.

Sophistication (2004) reveals that typically the prospects for change regarding intellectual property inside the pharmaceutical drug industry are extremely optimistic for the future regarding Indian Industry. The examine shows that one 3 rd of all applications regarding the FDA came to be able to India in 2003 in addition to this number is anticipated to be half in 2005. The multinationals have recently been considering working together with Indian firms for some time, captivated by the low expense structure.

Gupta (2007) Native indian companies are increasing their particular rate of DMF filings each quarter. Indian Universal players are also improving their participation in superior markets, particularly in typically the USA. ANDA filings together with usfda may also be increasing inside the period post-TRIPS.

Saranga Haritha, B. V. Phani (2008) the pharmaceutical industry of India (IPI) undergo a major change in your model of sales from the year 2005, when the previous process of patents leaves room for article regulation of patents, the Intellectual Property Rights (TRIPS) in the trade. Therefore, IPI consists of more than 20 000 players is consolidation slowly with mergers, acquisitions and alliances; and be ready to adapt to the new conditions. In a dynamic context, it would be important to check whether the factors in the joint venture, the help for the survival and growth of a company. This requires a meaning, because it is almost impossible for a company to control, what factors influence the entire industry. This applies in particular, if the changes are costs incurred as a result of the globalization process and not as a result of changes in the policy

individual governments. With this goal in mind, we use the analysis of data envelopment (DEA) on a sample of 44 business survives at least ten years, for the best practices in the pharmaceutical industry in India. The results of the DEA were analyzed and their development rate (TCAC), if the economies of the inner and the growth rate in connection with the pharmaceutical industry in Indian. We have also used the regression analysis for the relationship between the various inputs/outputs and development. Different models of DEA as income in the income scale regular (JRC) in the scale adjustable (BCC) and the Nationwide Insurance (AR) can be used to support the results.

Jaya Prakash Pradhan (2006) What are the trends in the global competitiveness of the pharmaceutic industry in India? Exactly where does this position of the industry vis-à-vis the partners worldwide medicinal products on the value development, productivity, r and d and the business results? What new strategies The Indian pharmaceutic companies to take a global players? These questions are addressed in this article. It is noted that the strategic of the government are the most crucial factors were converted into the state of the Indian native pharmaceutical industry alone is an importer and supplier of drugs and medication an innovation profitable producer of high-quality medicines. Indian has emerged as one of the rapid progress the pharmaceutical industry worldwide with surpluses commercial the exports. However, there are some limits, the authorities must be the plan like the low productivity and intensity of the R-D. An array of competing strategies, such as foreign direct investment, greenfield, acquisitions, strategic forces and processing under agreement does as favorites for the pharmaceutical companies indian native lately.

Jaya Prakash Pradhan, (2007) This document looks at the effect of the enhanced protection of intellectual property rights on exports of a country such as India technologically imitative. The particular experience in India for the export of medication, neither the existing literature, which also largely only activities in OECD countries and the USA. The scientific analysis shows that even a developing country export products of imitation is not negatively influenced demand, by strengthening the dangerous us patents worldwide, as well as medicinal products, India will benefit from effects of the expansion of the market. But this summary on medicinal products are not able to claim bill for other sectors of the economic climate of India and any generalization on

the entire impact control patent on the overall exports of the Indian native economy must be dependent on new sectoral studies.

Nair (2007) emphasizes that the near future hope for Indian pharmaceutical companies focus strategies visionaries. The discovery of medications, para IV deposits, the concentrate on the production of generic drugs prices reasonable and quant ique, conditioning of the production of the API/intermediary providers for the retrofit of the RNM USFDA standards of production and investment in the pharmaceutical analysis, diagnostics, namely Services Support Solutions Services Services management of data and procedures of the clinical research is profitable and long-term help India up and competitors with the pharmaceutical companies worldwide.

Pradhan (2006) looks at the impact of a more powerful regime for the protection of intellectual property rights for the exports of just one country, India. With regard to the imitation empirical evaluation, the study recommended that medicines, India is on the Market Expansion Solutions Effect

Ravinder Ji (2007) with the transition to a patent law pharmaceutical companies indian soon become accustomed, the center point of the market for generics in the developed world. But even though Indian has become a internet exporter of pharmaceuticals, dependence on imports is all about components drug assets rose continuously over the course of 10 years. Very best Indian native subsidiaries of multinational pharmaceutical companies are concerned, their measures both the pharmaceutical ingredients and formulations of assets are down and their "investment" preferences developed in the titles. The process of consolidation through mergers and acquisitions in the course, in addition to the increase in market concentration was a key component in the strategy of the business to utilise the options of events throughout the value chain in the industry as well as the overseas markets. Within the area of R&D, with no Indian medication manufacturers as equipped to a medicinal product possible igitational investments up to the degree of the start of the market final, the cooperation with the multinational companies is typical at the time, led people to assistance with the selection of therapeutic areas after illnesses in the life style.

Sampath (2005) in the class Company Industrial Pharm Indian 3 large groupings on such basis as empirical data accumulated and identifies the key strategies and the declencheurs in all 3

groups in the company. The survey of 103 companies emphasized that the Indian businesses are establishing a combo of strategies of competition and co-operation, adaptation and use of the opportunities created by the development of a system of patents. Right now there is a close relationship between the intensity of exports and investment in R&D in the pharmaceutical drug sector of India. Even more and more companies got more than income from the export could commit a higher amount of R&D.

CHAPTER 3

RESEARCH DESIGN

Type of Research: Descriptive Research

As the consumer characteristics are being studied with reference to the purchase of Stereo Drugs, so it is Descriptive Research.

3.1 SAMPLING DESIGN

Population: Customers of Stereo Drugs Pvt Ltd

Sampling Technique: Simple Random Sampling

Sample Size: 100

DATA COLLECTION

For achieving the specific objectives of this study, data were gathered from both primary and secondary sources.

Primary Sources:

- Direct conversation with the employees.
- Customer's opinion towards the purchasing behavior of Stereo Drugs

Secondary Sources:

- various records of the Company.
- Diverse Types of system information.
- different newsletters.

3.2 STATEMENT OF THE PROBLEM

To find out the customer preference towards buying of Stereo Drugs Pvt Ltd

3.3 NEED FOR STUDY

To find out the consumer behavior and preference towards buying of Stereo Drugs and the Factors affecting buying behavior of consumers, would help in developing better features to attract more number of customers.

3.4 OBJECTIVE OF THE STUDY

General Objective

- To find out the consumers attitude towards Stereo Drugs
- To analyses the factors affecting the consumer behavior and preference towards Stereo Drugs
- To improve the features of Stereo Drugs in order to be preferred more by the customers.

3.5 SCOPE OF THE STUDY

It would cover the basic factors affecting the consumer behavior and preference towards the Drugs and to enhance the preference of the customers.

3.6 LIMITATIONS OF THE STUDY

The duration of my work was only three weeks. But this time is not sufficient enough to get a complete study and clear understanding

Because of the restriction of information a few of the assumptions have been difficult to do.

It was difficult to retrieve information from the customers.

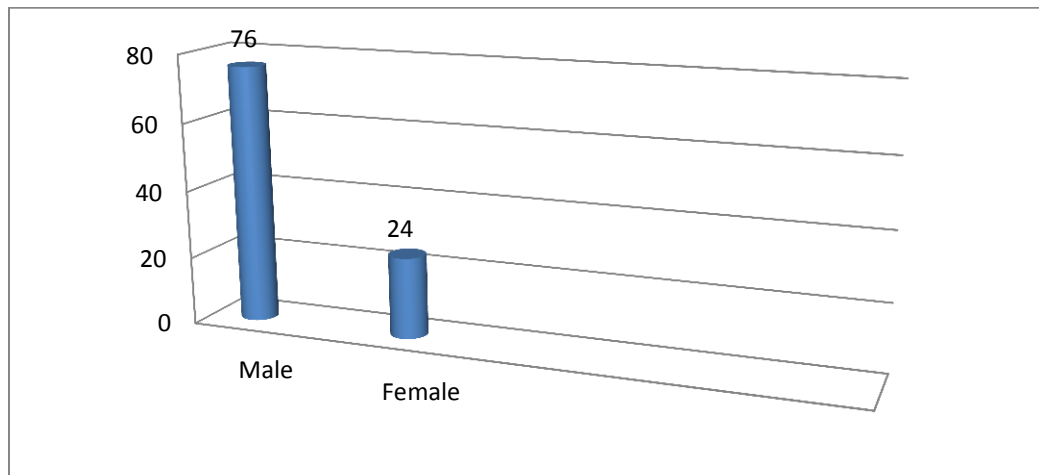
CHAPTER 4 ANALYSIS AND INTERPRETATION

TABLE NO 4.1 SHOWING GENDER PARTICULARS

Participants	No of Respondents	Percentage
Male	76	76
Female	24	24
Total	100	100

ANALYSIS: From the above table 76% of the respondents are male and the remaining 24 % of the respondents are female.

CHART NO 4.1



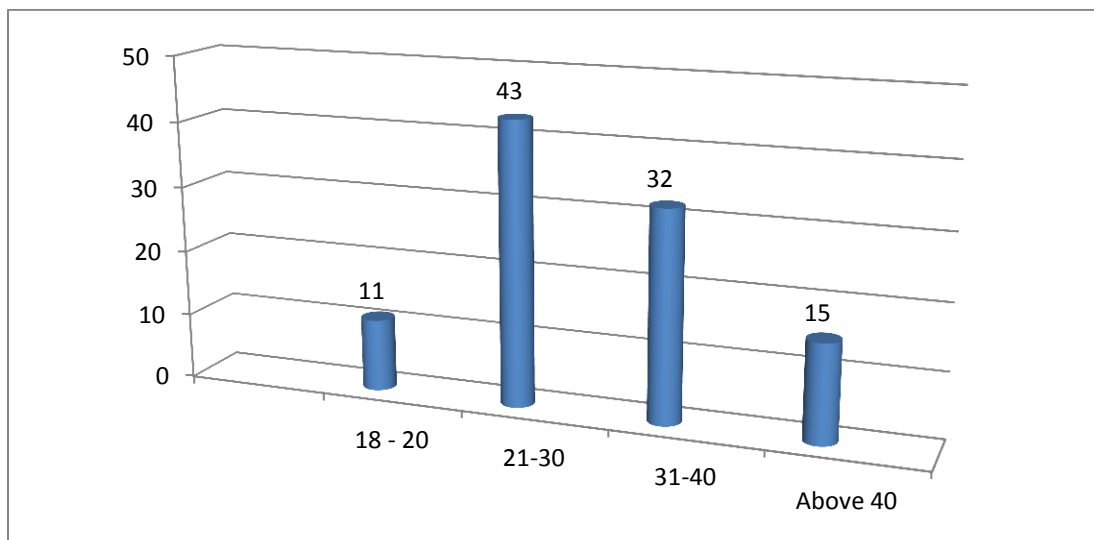
INTERPRETATION: The graphs shows that 76% of the Gender are male

TABLE NO 4.2 SHOWING ABOUT AGE

Participants	Respondents	Percentage
18 – 20	20	11
21-30	85	43
31-40	65	32
Above 40	30	15
Total	200	100

ANALYSIS: From the above table 43% of the respondents are coming under the age group of 21 –30 yrs. and 32% of the respondents are under the age group of 31 – 40 years and Above 41 are 15%, respondents are under the age group of 18 – 20 years are 11%.

CHART NO 4.2



INTERPRETATION: The graphs shows that 43% of the age group belongs to of 21-30.

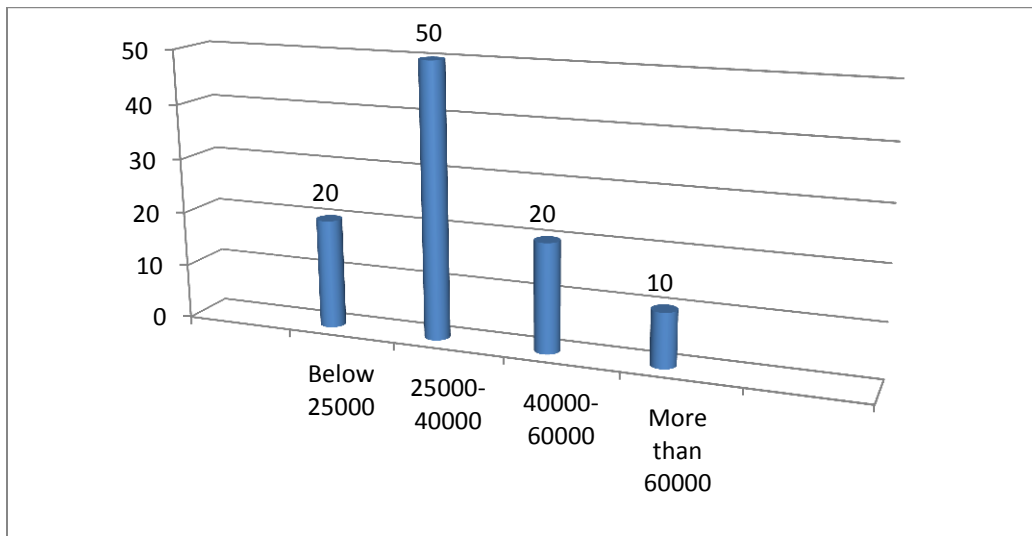
TABLE NO 4.3 SHOWING PROFIT EARNING PER MONTH FROM STEREO DRUGS

Participants	Respondents	Percentage
Below 25000	20	20
25000-40000	50	50
40000-60000	20	20
More than 60000	10	10
Total	100	100

PRODUCTS TO DISTRIBUTORS

ANALYSIS: From the above table 20% of the respondents says below 25000; 50% of the respondents says 25000-40000 ; 20% of the respondents says 40000-60000;10% of the respondents says More than 60000

CHART NO.3 CHART SHOWING THE DISTRIBUTOR OPINION



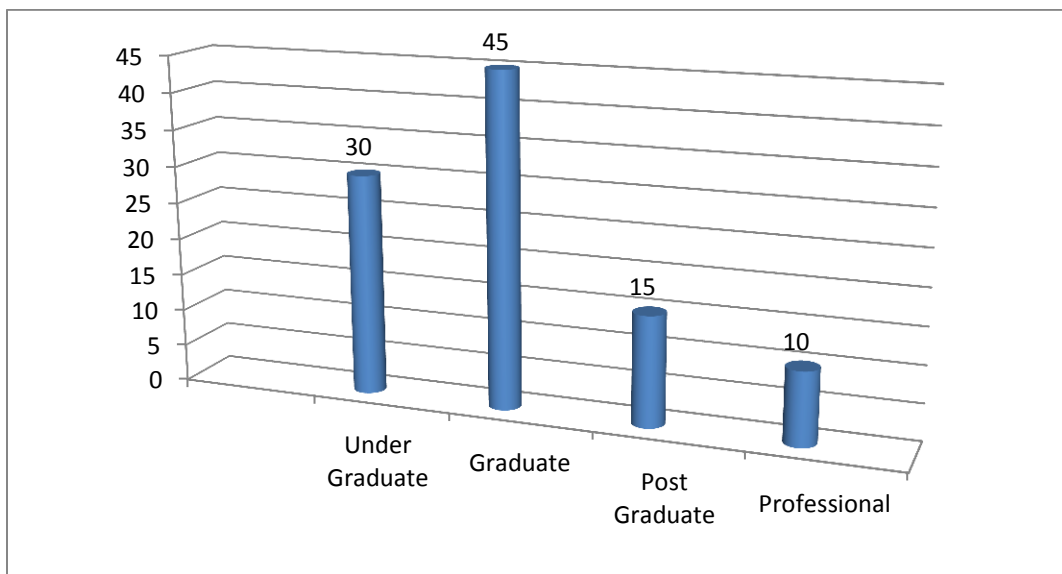
INTERPRETATION: The graphs shows that 50% of the respondents says 25000-40000 profit earning per month from the Stereo Drugs products to distributors.

TABLE NO 4.4 SHOWING ABOUT EDUCATION

Participants	Respondents	Percentage
Under Graduate	30	30
Graduate	45	45
Post Graduate	15	15
Professional	10	10
Total	100	100

ANALYSIS: From the above table 30% of the respondents are Under Graduate; 45% of the respondents are Graduate; 15% respondents are Post Graduate ; 10% respondents are Professional.

CHART NO.4.4



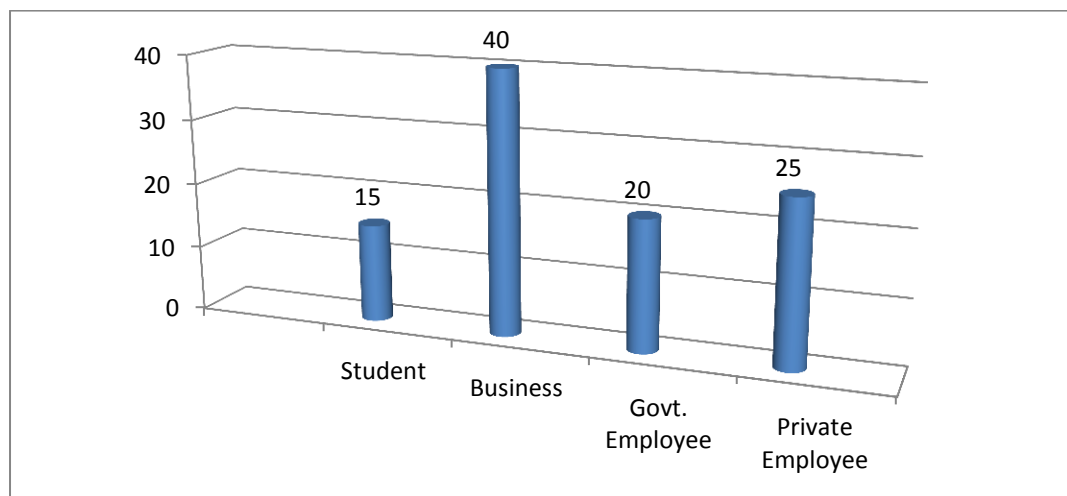
INTERPRETATION: The graphs shows that 45% of respondents are Graduates.

TABLE NO 4.5 SHOWING ABOUT OCCUPATION

Participants	Respondents	Percentage
Student	15	15
Business	40	40
Govt. Employee	20	20
Private Employee	25	25
Total	100	100

ANALYSIS: From the above table 15% of the respondents are Student; 40% of the respondents are Business; 20% respondents are Govt. Employee; 25% respondents are Private Employee

CHART NO 4.5



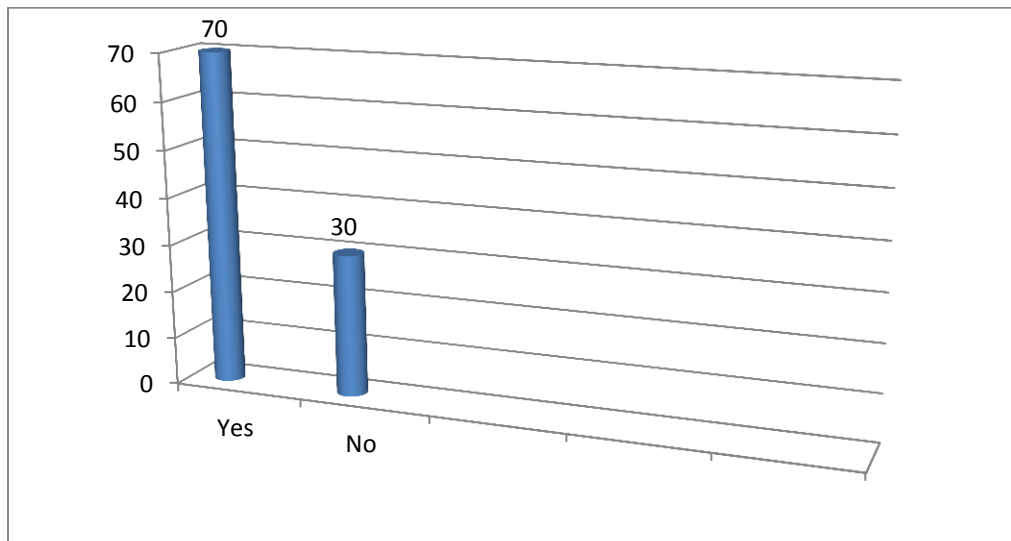
INTERPRETATION: The graphs shows that 40% of respondents are Business men's.

TABLE NO 4.6 SHOWING THE CUSTOMER HEARD ABOUT THE STEREO DRUGS PRODUCTS

Price Level	Respondents	Percentage
Yes	70	70
No	30	30
Total	100	100

ANALYSIS: From the table , 70% of the respondents says YES , 30% of the respondents says NO

CHART NO 4.6



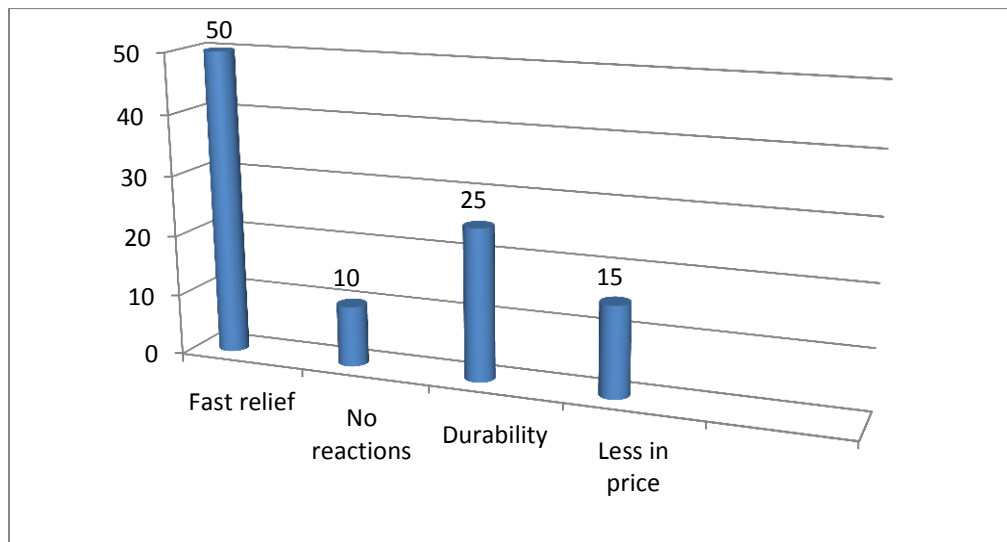
INTERPRETATION: The above graph shows that 70% of respondent's says yes that they heard about the stereo drugs products

TABLE NO.4.7 SHOWING THE MOST IMPORTANT FACTOR FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Fast relief	50	50
No reactions	10	10
Durability	25	25
Less in price	15	15
Total	100	100

ANALYSIS: From the table, 50% of the respondents says Fast relief , 30% of the respondents says No reactions; , 25% of the respondents says Durability;25% of the respondents says Less in price

CHART NO 4.7



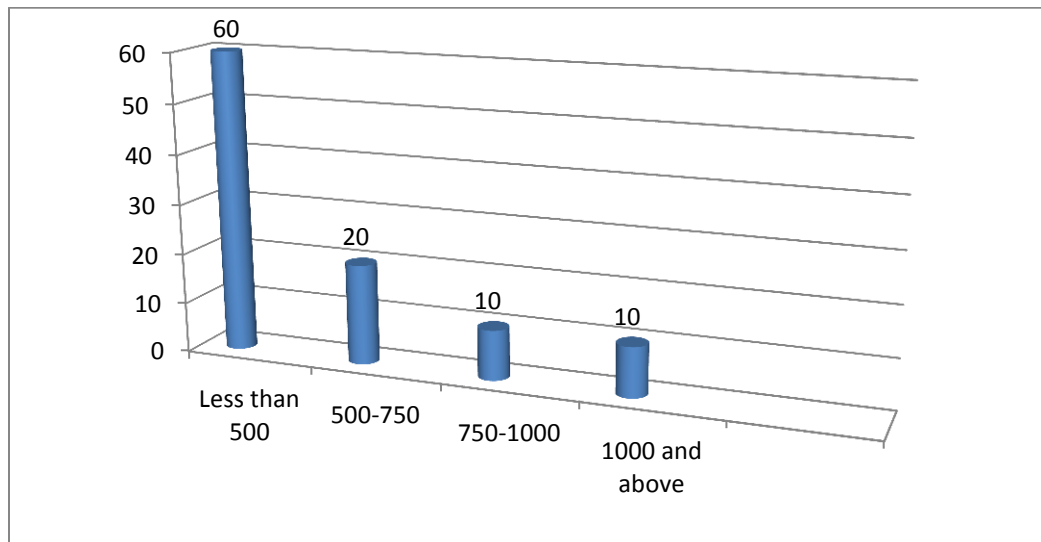
INTERPRETATION The above graph shows that 50% of respondent's says fast relief while purchasing stereo drugs product is the most important factor

TABLE NO 4.8 SHOWING THE CUSTOMER ON AVERAGE, HOW MUCH DO YOU SPEND ON STERO DRUGS PRODUCTS EACH MONTH

PARTICULARS	RESPONDENTS	PERCENTAGE
Less than 500	60	60
500-750	20	20
750-1000	10	10
1000 and above	10	10
Total	100	100

ANALYSIS From the table, 60% of the respondents says Less than 500, 20% of the respondents says 500-750 , 10% of the respondents says 750-1000; 10% of the respondents says 1000 and above

CHART NO 4.8



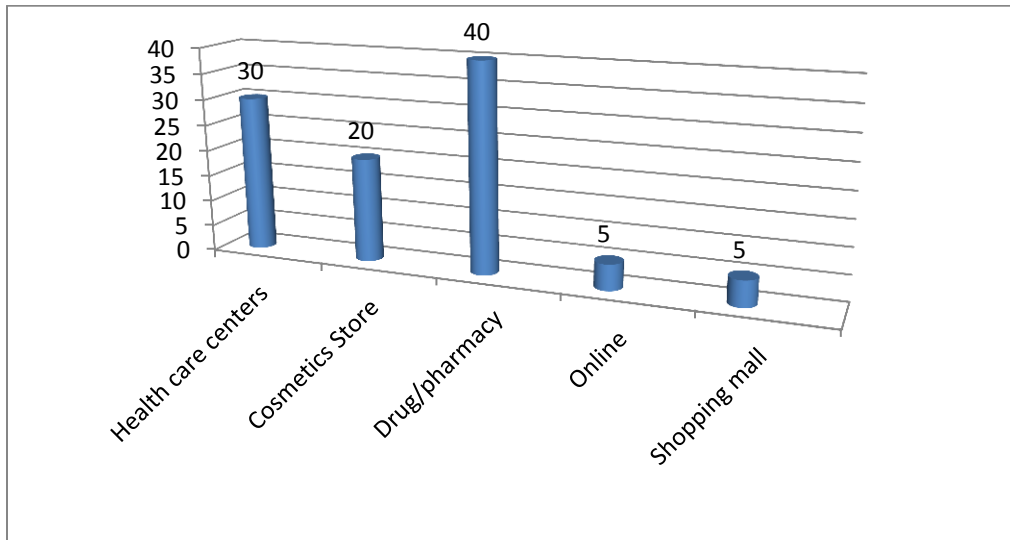
INTERPRETATION: The above graph shows that 60% of respondent's spend less than 500 ,20% 500-750 and 10% each 750-100 and above 1000 respectively.

TABLE NO 4.9 SHOWING THE CUSTOMER PRIMARILY BUY STERO DRUGS PRODUCTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Health care centers	30	30
Cosmetics Store	20	20
Drug/pharmacy	40	40
Online	05	05
Shopping mall	05	05
Total	100	100

ANALYSIS : From the table , 30% of the respondents says Health care centers, 20% of the respondents says Cosmetics Store; 40% of the respondents says Drug/pharmacy; 5% of the respondents says Online;5% of the respondents says Shopping mall

CHART NO 4.9



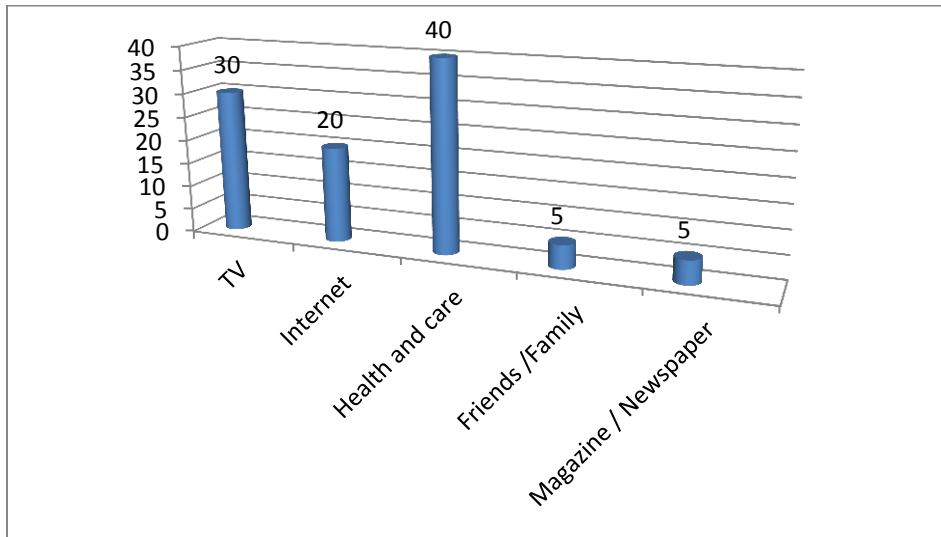
INTERPRETATION: The above graph shows that 50% of respondents says Drug / Pharmacy primarily buy stereo drugs products

TABLE NO 4.10 SHOWING THE CUSTOMER INFORMATION SOURCE IS EFFECTIVE WHILE DECISION MAKING TO PURCHASE A HEALTH CARE PRODUCT

PARTICULARS	RESPONDENTS	PERCENTAGE
TV	20	20
Internet	10	10
Health and care	40	40
Friends /Family	10	10
Magazine / Newspaper	10	10
Leaf / Poster	10	10
Total	100	100

ANALYSIS: From the table, 20% of the respondents says Health TV , 20% of the respondents says Internet; 40% of the respondents says Health and care; 5% of the respondents says Friends /Family;5% of the respondents says Magazine / Newspaper;5% of the respondents says Leaf / Poster.

CHART NO 4.10



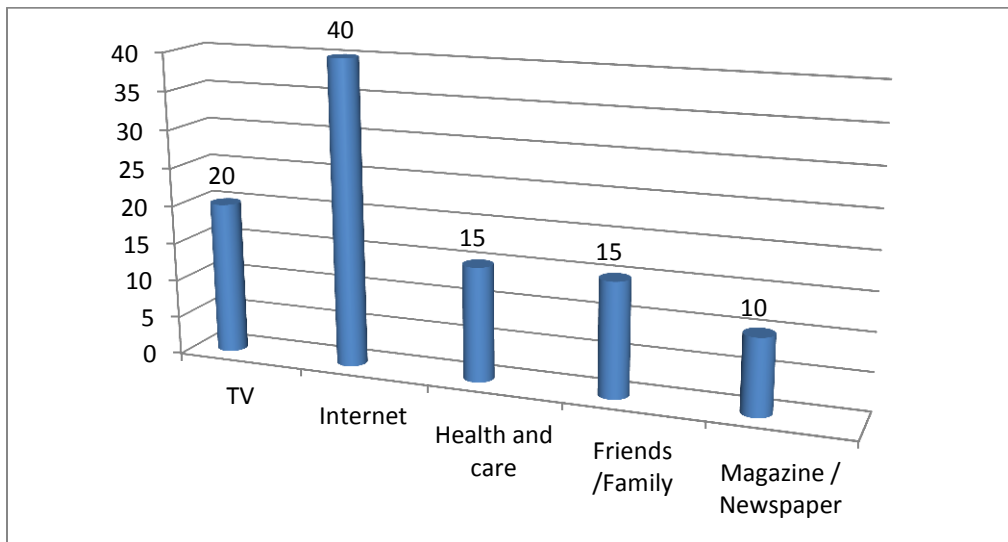
INTERPRETATION the above graph shows that 50% of respondents says health and care information source is effective while decision making to purchase a health care product

TABLE NO 4.11 SHOWING THE CUSTOMER GET TO KNOW OR LEARN ABOUT NEW PRODUCTS?

PARTICULARS	RESPONDENTS	PERCENTAGE
Internet	40	40
Health and care	25	25
Friends /Family	25	25
Magazine / Newspaper	10	10
Total	100	100

ANALYSIS: From the table 40% of the respondents says Internet; 25% of the respondents says Health and care; 25% of the respondents says Friends /Family;10% of the respondents says Magazine / Newspaper.

CHART NO 4.11



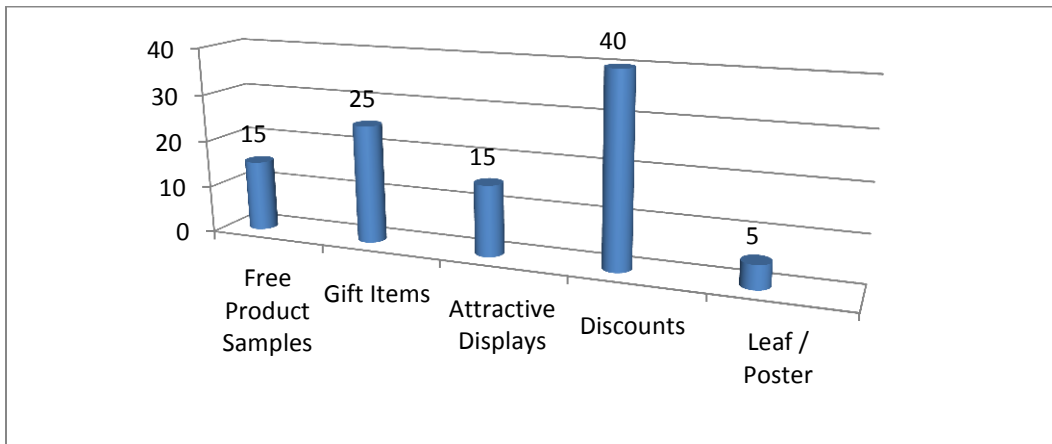
INTERPRETATION: The above graph shows that 40% of respondents says internet get to know or learn about new products.

TABLE NO 4.12 SHOWING THE CUSTOMER ATTENTION MOST SHOPPING AT ANY MEDICAL CARE CENTER OR PHARMACY WHAT PROMOTIONAL ACTIVITIES GRAB

PARTICULARS	RESPONDENTS	PERCENTAGE
Free Product Samples	15	15
Gift Items	25	25
Attractive Displays	15	15
Discounts	40	40
Leaf / Poster	05	05
Total	100	100

ANALYSIS: From the table , 15% of the respondents says Free Product Samples, 25% of the respondents says Gift Items ; 15% of the respondents says Attractive Displays ; 15% of the respondents says Attractive Displays;40% of the respondents says Discounts; 5% of the respondents says Leaf / Poster.

CHART NO 4.12



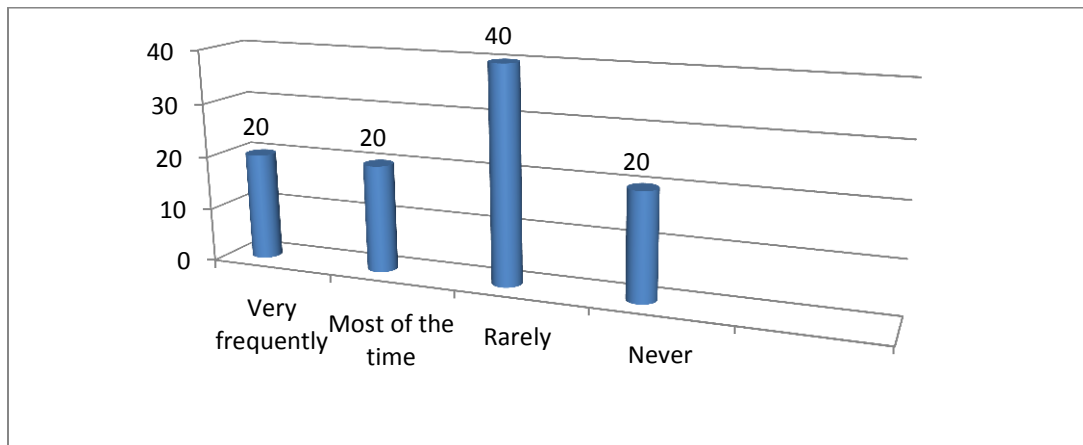
INTERPRETATION The above graph shows that 40% of respondents says internet get to know or learn about new products.

TABLE NO 4.13 SHOWING THE HOW OFTEN CUSTOMER SWITCH BRANDS FOR MEDICAL CARE

PARTICULARS	RESPONDENTS	PERCENTAGE
Very frequently	20	20
Most of the time	20	20
Rarely	40	40
Never	20	20
Total	100	100

ANALYSIS: From the table, 20% of the respondents says Very frequently, 20% of the respondents says Most of the time; 40% of the respondents says Rarely; 20% of the respondents says Never.

CHART NO 4.15



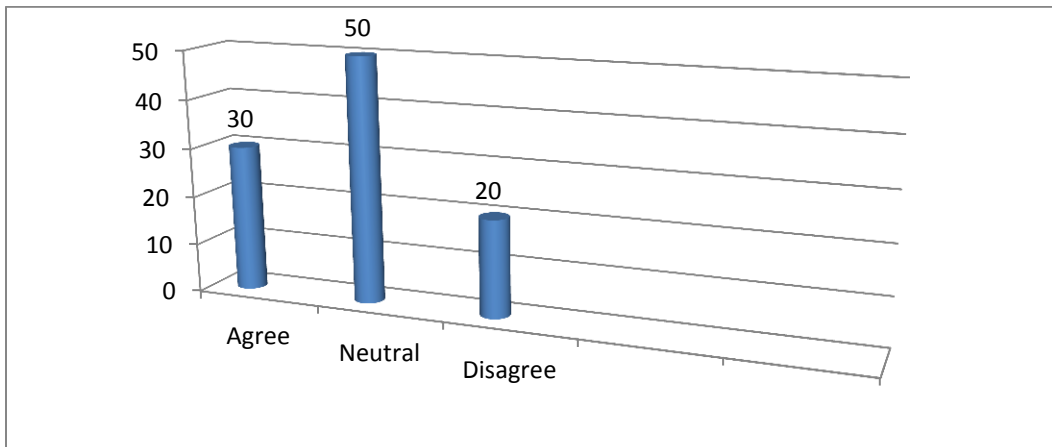
INTERPRETATION The above graph shows that 40% of respondents says Rarely switch brands for medical care.

TABLE NO 4.14 SHOWING THE PRICE IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	30	30
Neutral	50	50
Disagree	20	20
Total	100	100

ANALYSIS: From the table, 30% of the respondents says Agree, 50% of the respondents says Neutral 20% of the respondents says Disagree

CHART NO.4.14



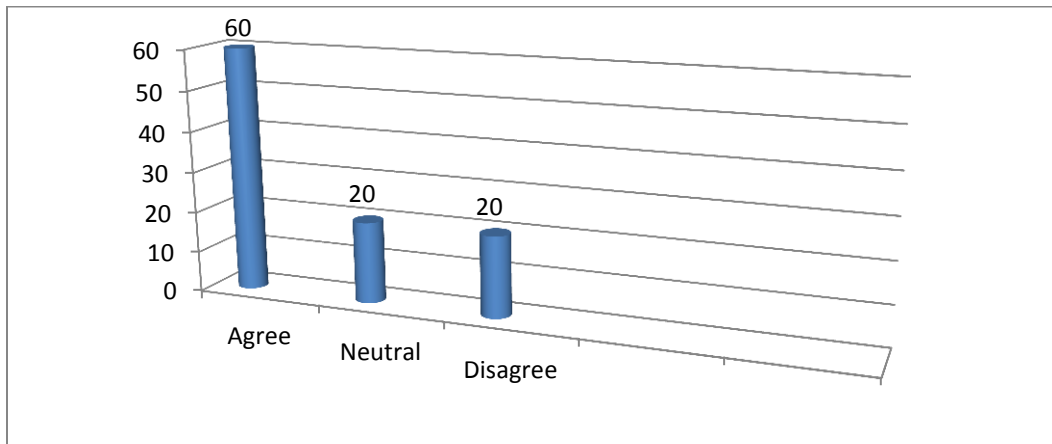
INTERPRETATION The above graph shows that 50% of respondents says neutral for price factor, when deciding to purchase a steroid drug product for customer

TABLE NO 4.15 SHOWING THE HYPOALLERGENIC FEATURE IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	60	60
Neutral	20	20
Disagree	20	20
Total	100	100

ANALYSIS From the table, 60% of the respondents says Agree, 20% of the respondents says Neutral 20% of the respondents says Disagree

CHART NO 4.15



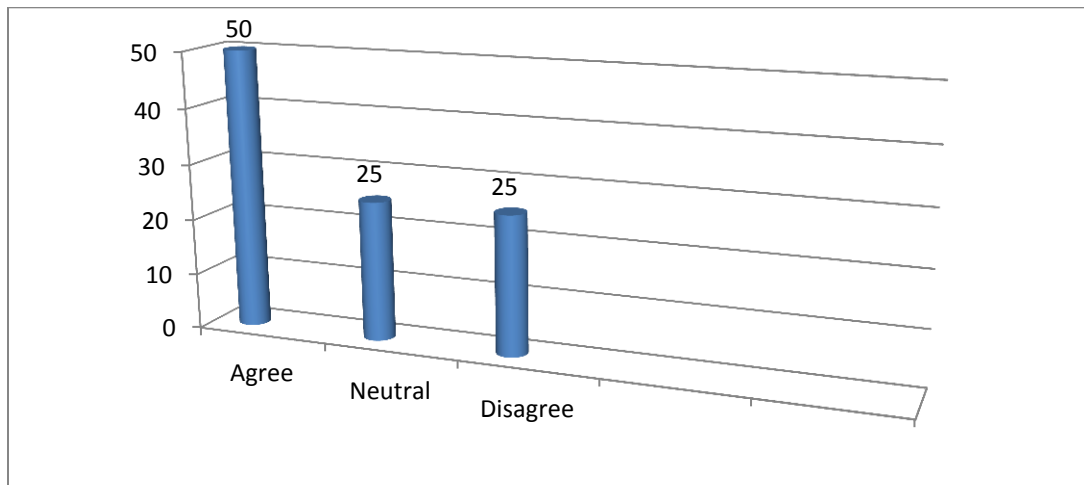
INTERPRETATION The above graph shows that 60% of respondents agree for hypoallergenic feature factor, when deciding to purchase a stereo drug product for customer

TABLE NO 4.16 SHOWING THE EASE OF USE IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	50	50
Neutral	25	25
Disagree	25	25
Total	100	100

ANALYSIS: From the table, 50% of the respondents says Agree, 25% of the respondents says Neutral 25% of the respondents says Disagree

CHART NO 4.16



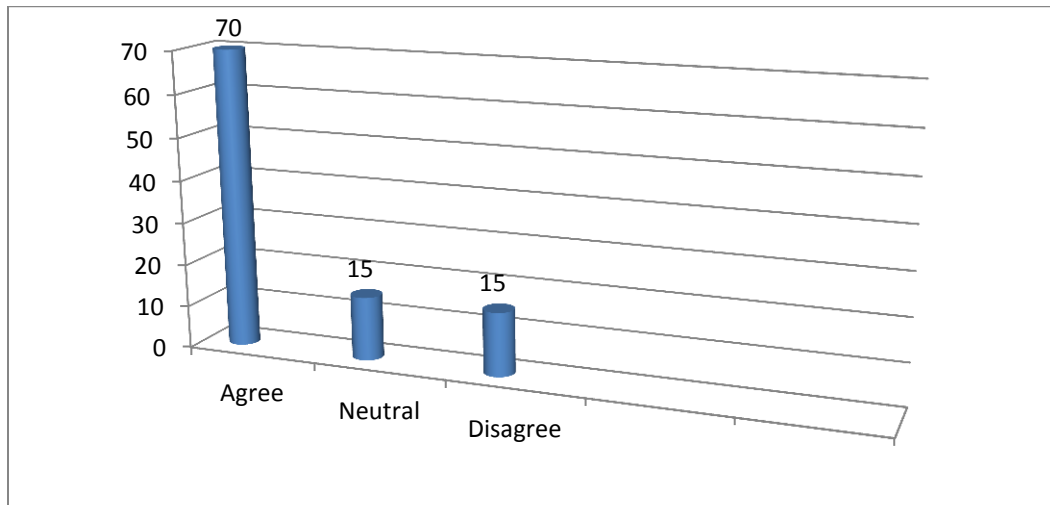
INTERPRETATION The above graph shows that 50% of respondent's agree for ease of use factor, when deciding to purchase a stereo drug product for customer

TABLE NO 4.17 SHOWING THE BRAND NAME IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	70	70
Neutral	15	15
Disagree	15	15
Total	100	100

ANALYSIS: From the table, 70% of the respondents says Agree, 15% of the respondents says Neutral 15% of the respondents says Disagree

CHART NO 4.17



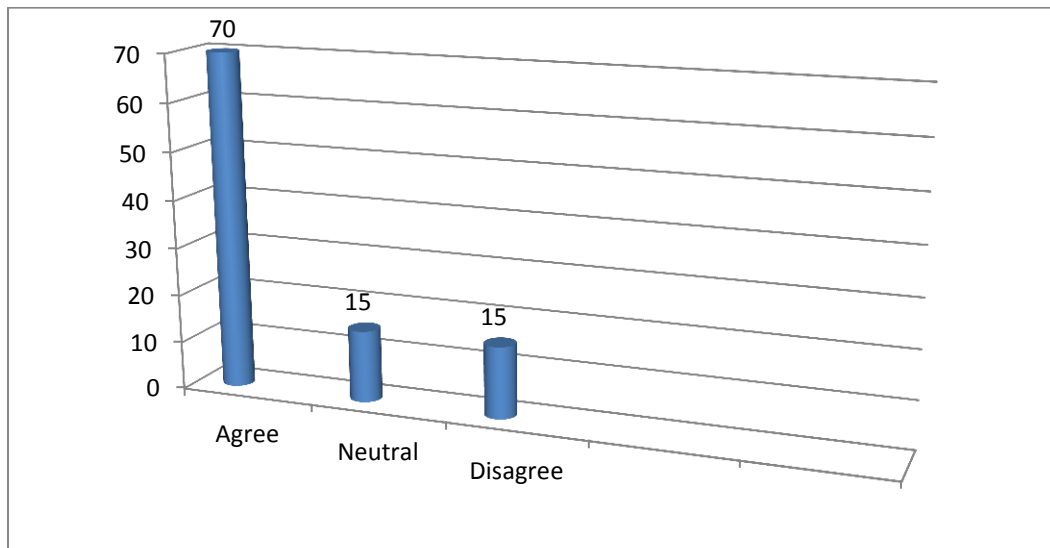
INTERPRETATION The above graph shows that 70% of respondents agree for Brand name factor, when deciding to purchase a stereo drug product for customer

TABLE NO 4.18 SHOWING THE QUALITY IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	70	70
Neutral	15	15
Disagree	15	15
Total	100	100

ANALYSIS: From the table, 70% of the respondents says Agree, 15% of the respondents says Neutral 15% of the respondents says Disagree

CHART NO 4.18



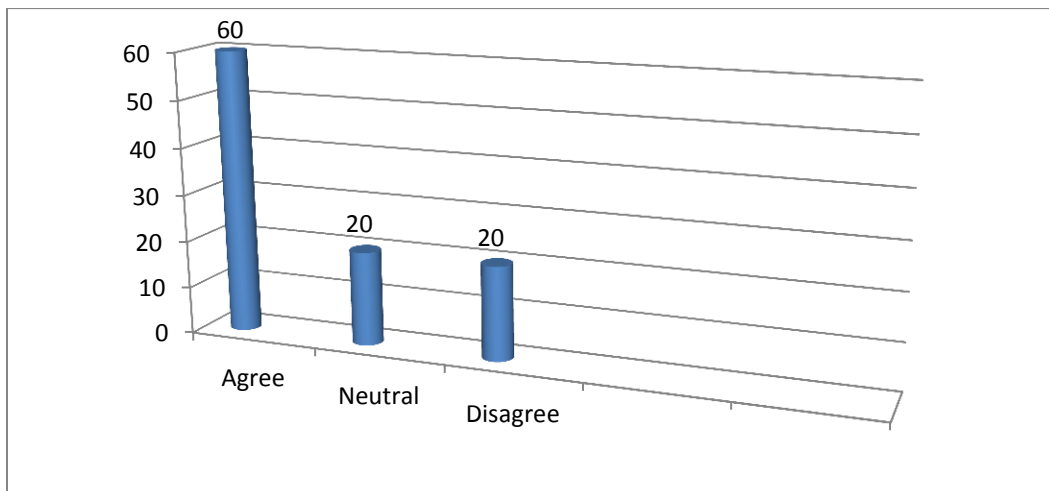
INTERPRETATION The above graph shows that 70% of respondent's agree for Quality factor, when deciding to purchase a stereo drug product for customer

TABLE NO 4.19 SHOWING THE ANTI-AGING IS AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	60	60
Neutral	20	20
Disagree	20	20
Total	100	100

ANALYSIS : From the table , 60% of the respondents says Agree, 20% of the respondents says Neutral 20% of the respondents says Disagree

CHART NO 4.19



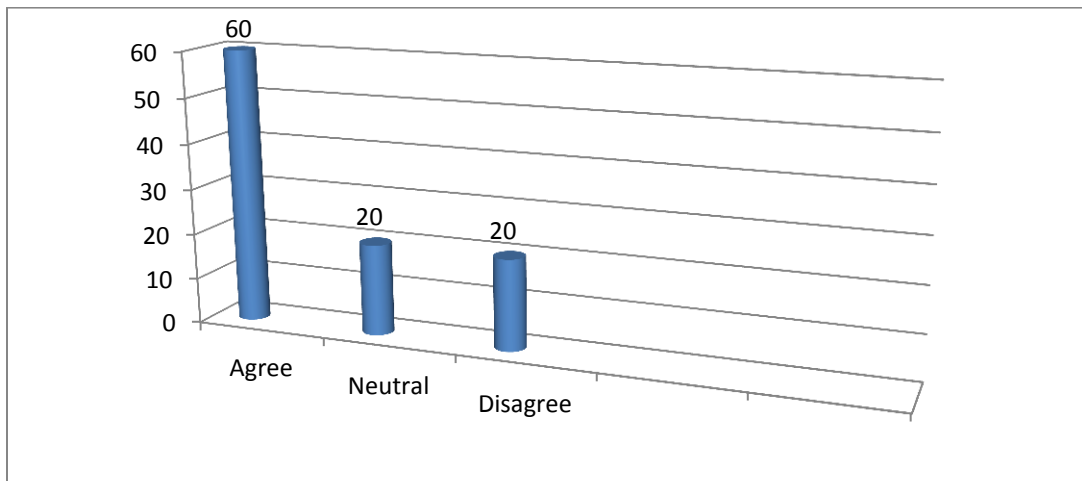
INTERPRETATION The above graph shows that 70% of respondents agree for anti-aging when deciding to purchase a stereo drug product for customer

TABLE NO 4.20 SHOWING THE PACKING AN IMPORTANT FACTOR, WHEN DECIDING TO PURCHASE A STERO DRUG PRODUCT FOR CUSTOMER

PARTICULARS	RESPONDENTS	PERCENTAGE
Agree	60	60
Neutral	20	20
Disagree	20	20
Total	100	100

ANALYSIS: From the table, 60% of the respondents says Agree, 20% of the respondents says Neutral 20% of the respondents says Disagree

CHART NO 4.20 CHART SHOWING THE CUSTOMER OPINION



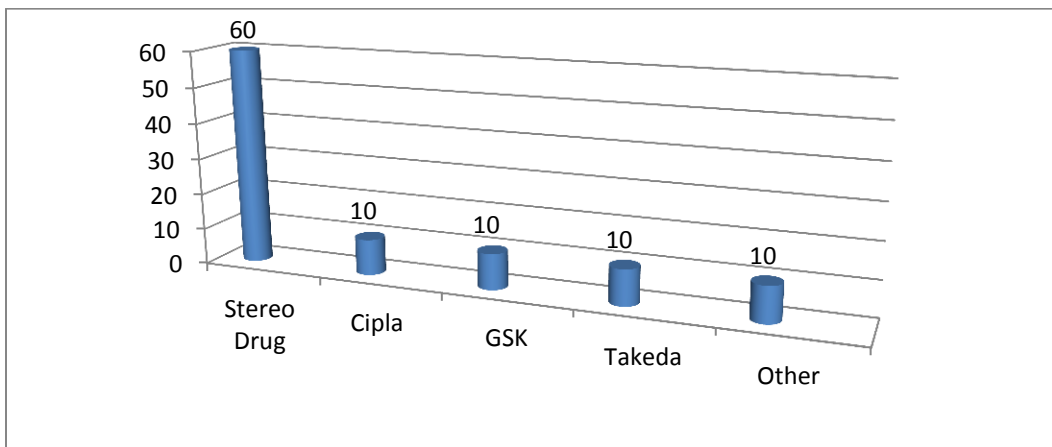
INTERPRETATION The above graph shows that 70% of respondents agree for packing when deciding to purchase a stereo drug product for customer

TABLE NO 4.21 SHOWING THE WHICH BRAND / COMPANY DO CUSTOMER PREFER OF TAKING HEALTH CARE PRODUCTS

PARTICULARS	RESPONDENTS	PERCENTAGE
Stereo Drug	60	60
Cipla	10	10
GSK	10	10
Takeda	10	10
Other	10	10
Total	100	100

ANALYSIS From the table, 60% of the respondents says Stereo Drug, 20% of the respondents says Cipla; 20% of the respondents says GSK; 20% of the respondents says Takeda; 20% of the respondents says Other.

CHART NO 4.21



INTERPRETATION The above graph shows that 60% of respondents says Stereo drugs which brand / company do customer prefer of taking health care products.

CHAPTER 5
SUMMARY OF FINDING, CONCLUSION AND SUGGESTION

FINDING

- It has shown that 76% of the Gender are male
- The graphs shows that 43% of the age group belongs to of 21-
- The graphs shows that 50% of the respondents says 25000-40000 profit earning per month from the Stereo Drugs products to distributors.
- The graphs show that 45% of respondents are Graduates.
- The graphs show that 40% of respondents are Business men's.
- The has shown that 70% of respondents says that they have heard about the stereo drugs products
- The survey has shown that 50% of respondent's says fast relief while purchasing stereo drugs product is the most important factor
- The survey has shown that 50% of respondents says Drug / Pharmacy primarily buy stereo drugs products
- The report has shown that 50% of respondents says health and care information source is effective while decision making to purchase a health care product
- The survey has shown that 40% of respondents says that through internet get to know or learn about new products.
- The survey has shown that 40% of respondents says Rarely switch brands for medical care
- The survey has shown that 50% of respondents agree for hypoallergenic feature factor, when deciding to purchase a stereo drug product for customer
- The survey has shown that 50% of respondents agree for ease of use factor, when deciding to purchase a stereo drug product for customer
- The survey has shown that 70% of respondents agree for Brand name factor, when deciding to purchase a stereo drug product for customer
- The survey has shown that 50% of respondents says neutral for price factor, when deciding to purchase a stereo drug product for customer

- The survey has shown that 70% of respondent's agree for Quality factor, when deciding to purchase a stereo drug product for customer
- The survey has shown that 70% of respondent's agree for anti-aging when deciding to purchase a stereo drug product for customer
- The survey has shown that 70% of respondents agree for packaging when deciding to purchase a stereo drug product for customer
- The survey has shown that 60% of respondent's says Stereo drugs as the preferred brand for taking health care products

SUGGESTION

- Company should focus on improving image, manufacturing and export of common medicines, quality, safety, effectiveness and reasonable prices.
- Packaging also plays an important role in selecting the drugs, so company should focus on improved packaging.
- More number of drugs with less side effects should be introduced.
- More number of drugs with hypoallergenic features should be introduced.
- Company should advertise and promote the brand through internet primarily as it helps in attracting more number of customers.
- Drugs should be priced reasonably to attract more number of customers.

CONCLUSION

In the market of cut-throat competition, especially in the pharmaceutical industry, company should focus on the factors affecting the sales and preferences of the customers. Company should come up with the features like reasonable price, less side effect and hypoallergenic drugs in order to enhance sales. They should also focus on Internet as the medium to promote the drugs.

BIBLIOGRAPHY

RECOMMENDED BOOKS

- Dei I Hawkins, Consumer Behavior, Tata Mc Graw Hill, New Delhi, 2007
- Dr. B. Balaji, Services Marketing and Management, S. Chand & company Ltd. New Delhi, 2007
- Robert R. Heller, The Complete guide to Modern Management, Jaico Publishing House, Mumbai, 2000

WEBSITE

- **<http://stereodrugs.com/contact.html>**

ANNEXURE
SURVEY QUESTIONNAIRE

Dear Respondent,

I, students university (MBA) is currently conducting a study on the factors influence the preference for the acquiring products SDPI. This survey is for information could help me personally my PROBATION REPORT. It might be very kind of you, if you also clarified the questionnaire.

Name :.....

Occupation: _____

1. Gender:

- Female
- Male

2. Age Group:

- 18-20
- 21-25
- 26-30
- 31-40
- 41 and above

3. Salary income per month

- Below 10000
- 10000-20000
- 20000-30000
- 30000-40000
- Above 40000

4. EDUCATION:

- Under Graduate
- Graduate
- Post Graduate

5. OCCUPATION:

- Student
- Business
- Govt. Employee
- Private Employee
- Professional

6. Have you heard about the Stereo Drugs products?

- Yes
- No

7. Which one is the most important factor for you while purchasing Stereo Drugs product?

- Fast relief
- No reactions
- Durability
- Less in price

8. On average, how much do you spend on Stereo Drugs products each month?

- Less than 500
- 500-750
- 750-1000
- 1000 and above

9. Where do you primarily buy Stereo drugs products?

- Health care centers
- Cosmetics Store
- Drug/pharmacy
- Online
- Shopping mall

8.	TV	Internet	Health care Centers	Friends /Family	Magazine / Newspaper	Poster /Leaf
9. 1. Which information source is effective while decision making to purchase a health care product?						
2. How do you get to know or learn about new products?						

11. While shopping at any Medical care center or pharmacy what promotional activities grab your attention most?

- Free Product Samples
- Gift Items
- Attractive Displays
- Discounts
- Poster/Leaflets

12. How often do you switch brands for medical care?

- Very frequently
- Most of the time
- Rarely
- Never

13. Which is a crucial factor, when deciding to purchase a skin care product? Put a tick mark () according to your level of importance (Here Strongly Disagree=1, Disagree=2, Neutral=3, Agree=4, Strongly Agree=5)

		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Price					
2	Hypoallergenic Feature					
3	Ease of use					
4	Brand name					
5	Quality					
6	Free trial					
7	Anti-aging					
8	Packaging					

Suggestions

.....





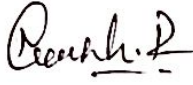







ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

PROJECT WEEKLY REPORT (16MBAPR407)


Name of the Student : B Vishwadeep
Internal Guide : Prof. Archana vijay
USN No : 1AY16MBA10
Specialization : Finance and marketing
Title of Project : A study on Factors Affecting Consumer Preferences

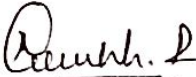
Company Name : Stereo Drugs Private Limited, Kolhar industrial area, Bidar.

Week	Work undertaken	External Guide Signature	Internal Guide Signature
15-01-2018 to 19-01-2018	Introduction about Stereo Drugs Private Limited and its operation		
22-01-2018 to 26-01-2018	Learning about different operations and Products by Stereo Drugs Private Limited.		
29-01-2018 to 02-02-2018	Orientation and Gathering Information about the company		
05-02-2018 to 09-02-2018	Analysis of Market Position of the company		
12-02-2018 to 16-02-2018	Research problem Identification		

19-02-2018 to 23-02-2018	Preparation of the research instrument for data collection		
26-02-2018 to 02-03-2018	Theoretical background of the study		
05-03-2018 to 09-03-2018	Data collection and Data analysis		
12-03-2018 to 16-03-2018	Interpretation of the data gathered during the survey		
19-03-2018 to 23-03-2018	Final report preparation and submission		


Internal Guide


HOD





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Department of MBA
Acharya Institute of Technology,
Solvewarahalli, Bangalore-560 102



College seal