



A STUDY ON ANALYSING CONSUMER BEHAVIOUR ON BLACK FRIDAY USING PYTHON VISUALIZATION

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Abstract: The day after the thanksgiving known as BF is said to be the one of the busiest day of the year for Purchase as well as the day for finding the best deals on products. Because to its outrageous consumer conduct. Research on the black Friday is still in its infancy and attention is slowly migrating to consumer misconduct because of the post sales. The main intention of the study to understand the consumer behaviour i.e. to investigate the possible personal and situational elements that have an impact on the consumer behaviour on the basis two key theory based viewpoints. The main theme on the black Friday is the stock blockage and stock fulfilment to meet the needs of the end user. Further studies states that consumer behaviour may depend on the unpleasant emotions. An observational tool identifies the consumer behaviour when they waited in lines for the product and also the interaction with the other people. Majority of the shoppers show their satisfaction, composure during their shopping experience according to the findings. However some customers feel unpleasant and their engagement in harmful actions that will endanger the safety of other customers and employees.

Keywords: *Black Friday, Consumer behaviour, Goal Fulfilment*

I. INTRODUCTION

Generally Black Friday is considered as the start of the winter holiday season. Most of the business owner's view this season as the turning point of their year sales as their earnings were recorded with huge profits. Hence it is celebrated as the unofficial holiday in most of the countries.

Consumer behaviour theory typically differentiated between the irrational and rational behavioural models. Irrational models are most probably the bad behaviours of the people towards their peers (staff, other customers). The rational models is that in the situation where the customers behaves with the staff and fellow customers while purchasing the product. The day is particular sensitive in encouraging the consumer misconduct because of the essential components during the black Friday. Consumer wrong doing may be influenced by the business longer hours, goods sold at higher discounts rather than the proposed, the advertisement volume and the local rowdy customers.

The study examined the various effects of both the individual and personality characteristics of the consumer and also the situational factors such as misbehaviour during the black Friday. These points are taken as the reference for the controlling the situational factors along with the behavioural factors in the future. So that sales will go in a healthy atmosphere without any mishap.

II. LITERATURE REVIEW

Dark and Daih (2004), Raghunath and Raman (2005) and others have studied how promotions will affect consumers as well as the customer intent on the performance of promotions. It has been demonstrated that discounts have unintentional psychological consequences on consumers. In their studies it has been depicted that the discounts have unintentional psychological consequences on customers. The offer is detrimental even if the other consumer gets the fair deal than the previous one, in this case the consumer tend to purchase more if the discount offered to them is fair. According to some statistics the higher the promotional level will have an impact on the favourable situation in buying patterns.

According to Laroch (2004), in his studies state that in connection with the promotion found that consumers shifts to use of coupons tended to be more influenced by external cues, expectation and prior experience. Yet the consumers are more inclined towards the cost benefit analysis i.e. weighing the product and out of different products which one is beneficial for them. This is the result of the various cognitive processes that are being combined with the various advertising models.

According to Jamel and Walter (2002), customer expectations and purpose will have an impact on the promotions. Customers who intended to buy especially to take benefit of the price discounts and promotions tended to be more vulnerable to the black Friday. Similarly consumers who planned to buy more products with many purchases planned were less attentive to the promotional campaigns and the advertisements. The majority of the consumers have certain plans in mind at the absolute least are looking at the items that are marked at a high promotional value.

Lin and wen (2010) in their studies state that the consumers were most impacted by other consumer behaviour. In the lack Friday context, media outlets frequently report on the wrongdoing of the consumer. On black Friday it is typical to see the normal behaviour of the consumer.

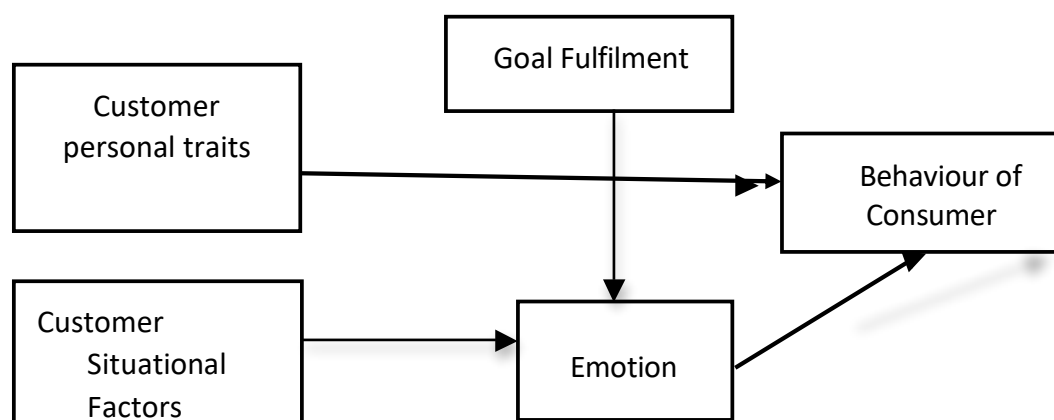
According to Haung et al (2011), consumer annoyance with the black Friday is attributable to the assumption that it is the responsibility of the management to handle the retail scene more effectively and responsibly than the normal case.

According to Namsivayam and Lina (2006), the consumer's perception about their purchase and happiness will try to diminish with the rude behaviour of the staff. The findings will give the picture about the diminishing value of happiness with respect to the product purchase due to the staff behaviour which will have impact on the total sales.

Smith and Bradi(2010) in their studies found that Poor customer service which gives the negative opinion is one of the causes for the consumer misbehaviour. The customer rage incorporates negative emotions such as the anger, wrath which is expressed by means of verbal and nonverbal actions and sometimes will lead to physical actions. These stress will have an impact on the black Friday where stores are crowded with the customers.

The Customer participation is an essential component of this research notwithstanding with the influence of various employment factors and the environmental factors on the consumer expectations on the black Friday.

III. FRAMEWORK (THEORETICAL)



Theoretical Model

IV.METHODOLOGY

A) Workers Interview:

The attitude of the workers who have some experience working on the black Friday were taken into consideration. Participants were invited by means of the electronic mail and in some cases flyers were distributed to surrounding people and the local business people. Interviews were conducted over the means of telephone and also by means of in person. Broad questions about participants black Friday experiences as employee were posed to them. They observed that there are behavioural variations between age group and the genders, but acknowledged that there are demographics of consumer on the day of black Friday than the ordinary day. Female shoppers were more in number than the male and that are eager to buy the last toy irrespective of the situation.

B) Pilot Study:

Pilot online experiment were created to find the impact of various situational scenarios on the behaviour of consumer. The main question in the pilot study was “What is the worst scenario that the consumers faced during the black Friday “and most of them responded to the Stock outs, followed by the coupon scenario i.e. the coupon restrictions. Most of the respondent are below the age of 30 and they have answered the questions within the time frame.

C) Main things in the Study:

Various Personality and the emotional variables within the instrument to test the hypothesised that have an impact on the black Friday.

V. RESULTS CONCLUSION

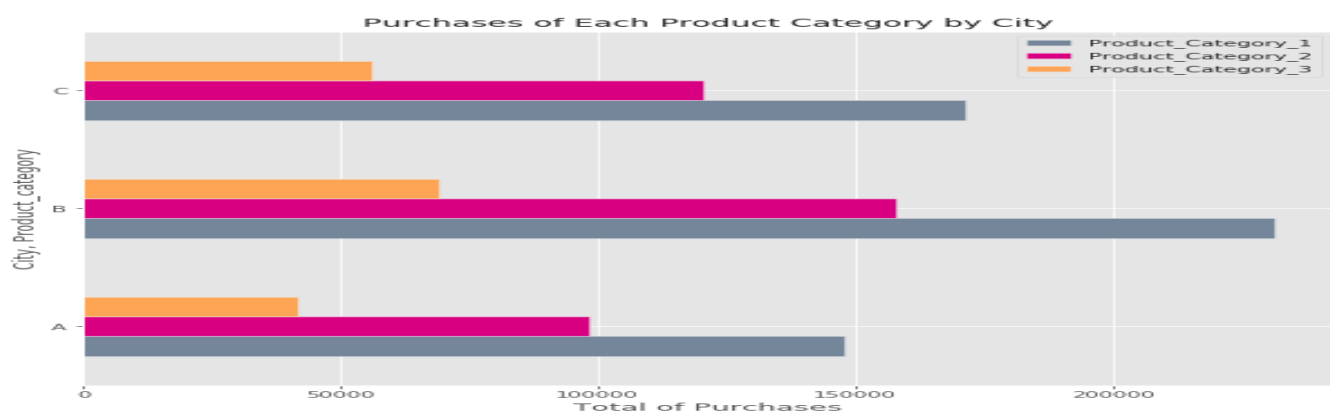
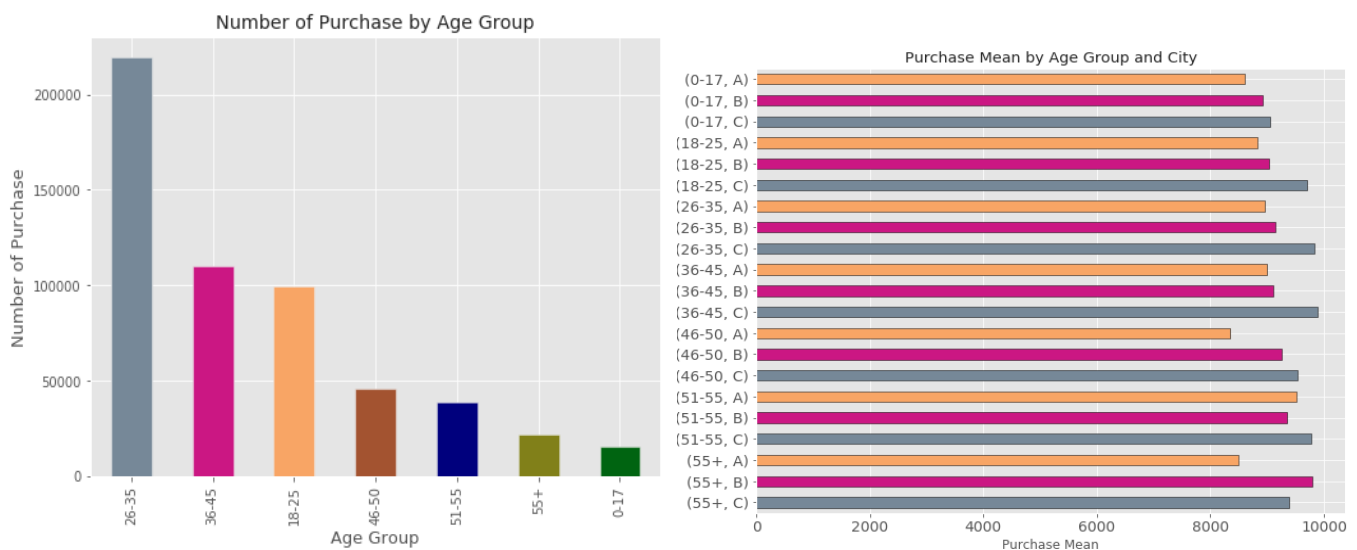
Age Group analysis:

Total Purchase Group by Age:

In this we need to determine the total amount spent by age group as well as the buying means by means of city and the age. According to the plot persons between the age 25 and 34 make the most purchases followed by the persons with the age group between 35 and 45 and the persons between the age group are the most compare to the first group.

Data Frame:

User_ID	Product_ID	Gender	Age	Occupation	City_Category	Stay_In_Current_City_Years	Marital_Status	Product_Category_1	Product_Category_2	Product_Category_3	Purchase
1000001	P00069042	F	0-17	10	A	2	0	3	NaN	NaN	8370
1000001	P00248942	F	0-17	10	A	2	0	1	6	14	15200
1000001	P00087842	F	0-17	10	A	2	0	12	NaN	NaN	1422
1000001	P00085442	F	0-17	10	A	2	0	12	14	NaN	1057
1000002	P00285442	M	55+	16	C	4+	0	8	NaN	NaN	7969



VI. CONCLUSION

The results of the pilot study states that the participants responded differently to the various situations during the black Friday. The interviews that are conducted in pre stage played a key role in obtaining information about the black Friday from the workers. The results that are obtained by the analysis was not statistically significant, behaviour of the consumer was highly correlated with the public self-control. The total study supports for variables at different situations and individual considerations. The day stands where there is a major and relationship which is interdependent between consumers, staff and management. Management must provide a safe atmosphere and similarly employees must uphold the safety measures of the stores and integrity towards the customers and customers must act responsibly and within the predefined boundaries. Management would gain from fostering a culture where consumers view promotions as honest and fair. So in future it is hoped that this research and further studies will make black Friday a more secure and satisfying shopping day.

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