Kuwait Research Journal of
Business Management (KRJBM)

ISSN Print: 2790-6590 | ISSN Online : 2790-6582 Open Access

A Study On Consumer Behaviour Towards Technospace Education And Solutions Pvt. Ltd.

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Article History
Received: 15.11.2025
Revise : 20.11.2025
Accepted: 01.12.2025
Published: 13.12.2025

DOI:10.61705/KRJBM.1.4.2025.73.76

Keywords: Consumer buying behaviour, purchase decision process, customer loyalty, service preferences, technology education, marketing strategy

Abstract: This research investigates consumer buying behaviour patterns among customers of Techno Space Education & Solutions Pvt. Ltd., a leading IT and management training company in Bathinda, Punjab. The study employs a descriptive research design with primary data collected from 50 respondents through structured questionnaires. The research examines various factors influencing consumer purchase decisions including information sources, pricing perceptions, service preferences, and satisfaction levels. Key findings reveal that 40% of customers have been associated with the company for 2-4 years, with 56% learning about services through friends and word-of-mouth recommendations. Website maintenance services are most preferred (44%), while pricing is perceived as affordable by 36% of respondents. The study demonstrates strong customer loyalty with 88% willing to recommend services to others and 46% strongly agreeing to repurchase. These insights provide valuable understanding for developing targeted marketing strategies and enhancing customer retention in the competitive technology education sector.

Introduction

1. Introduction

1.1 Company Background

Techno Space Education & Solutions Pvt. Ltd. stands as a leading IT and management company specializing in innovative, cost-effective web solutions and comprehensive training programs. Established in Bathinda, Punjab, the organization distinguishes itself through professional teamwork, expertise collaboration, and transparent business dealings with clients. The company offers diverse services including industrial training across multiple engineering disciplines, web development, digital marketing, graphic design, and software development. Techno Space serves a broad client base spanning major corporations like L&T Hydrocarbon Engineering, HPCL-Mittal Energy Limited, and various regional enterprises, establishing itself as a preferred professional service provider in the technology education sector.

1.2 Research Topic Overview

Consumer buying behaviour encompasses the comprehensive study of how individuals make purchasing decisions, examining psychological, social, and economic factors that influence their choices. This behavioural analysis involves understanding what consumers buy, when they make purchases, why they choose specific products or services, and how they evaluate alternatives. In the context of technology education services, consumer behaviour becomes particularly complex as it involves both rational decision-making processes related to career advancement and emotional factors such as confidence, social status, and future aspirations. Understanding these behavioural

ISSN Print: 2790-6590 | ISSN Online : 2790-6582 Open Access

patterns enables organizations to develop more effective marketing strategies, improve customer satisfaction, and build sustainable competitive advantages in increasingly crowded marketplaces.

2. Literature Review

Consumer buying behaviour research has evolved significantly over the past decades, with scholars identifying multiple models and frameworks to explain purchase decision processes. The traditional five-stage model proposed by Engel, Kollat, and Blackwell includes need recognition, information search, alternative evaluation, purchase decision, and post-purchase behaviour. Social factors play crucial roles in shaping consumer preferences, with reference groups, family influences, and cultural background significantly impacting purchase decisions. Psychological factors including motivation, perception, learning, and attitudes create individual differences in buying patterns. Research by Kotler and Armstrong emphasizes that consumer behaviour in service industries differs markedly from product purchases due to intangibility, variability, and the simultaneous production-consumption nature of services.

Contemporary studies highlight the increasing importance of digital channels in consumer decision-making processes, particularly in educational services. Word-of-mouth recommendations, both traditional and electronic, have gained prominence as trusted information sources. Price sensitivity analysis reveals that consumers evaluate not just monetary costs but also time investment, opportunity costs, and perceived value when making service purchases. Customer loyalty research demonstrates that satisfied customers in service industries exhibit higher retention rates and generate more referrals compared to product-based businesses. Studies specific to education and training services show that factors such as instructor quality, curriculum relevance, placement assistance, and industry recognition significantly influence consumer choices and satisfaction levels.

3. Objectives Of The Study

The primary objectives of this research are:

1. To study consumer buying behaviour towards Techno Space, Bathinda
2. To examine consumer motivation for purchasing company products and services
3. To determine customer interest levels in purchasing company offerings
4. To identify specific reasons driving respondents' purchasing decisions for company products

4. Research Methodology

4.1 Research Design

This study adopts a descriptive research design to systematically examine consumer buying behaviour patterns. The descriptive approach enables comprehensive analysis of consumer preferences, motivations, and decision-making processes across Techno Space's service portfolio.

4.2 Data Collection Sources

Primary Data: Collected through structured questionnaires administered directly to customers, containing both quantitative and qualitative questions to capture comprehensive behavioural insights.

Secondary Data: Gathered from academic literature, industry reports, company documentation, and online resources to provide theoretical foundation and market context.

4.3 Sampling Design

- **Sampling Area**: Limited to Techno Space Education & Solutions Pvt. Ltd., Bathinda
- **Sample Size**: 50 customers across various service categories
- **Sampling Technique**: Random sampling method to ensure representative data collection

4.4 Data Analysis Tools

Statistical analysis using percentage method with data visualization through charts, graphs, and tables for comprehensive interpretation and conclusion derivation.

4.5 Research Limitations

- Time constraints affecting comprehensive customer reach during business hours
- Response accuracy dependent on respondent interest and cooperation levels
- Sample size limitations may not fully represent entire customer population
- Geographic restriction to Bathinda area limiting broader market generalizability

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5. Data Analysis And Interpretation

5.1 Customer Relationship Duration

Analysis of customer tenure reveals that 40% have utilized Techno Space services for 2-4 years, indicating strong relationship stability. Additionally, 26% represent long-term customers exceeding 6 years, while 14% are relatively new customers (0-2 years), demonstrating balanced acquisition and retention patterns.

5.2 Information Source Analysis

Customer awareness channels show that 56% discovered Techno Space through friends' recommendations, highlighting the critical role of word-of-mouth marketing. Social media contributes 24% of awareness, while traditional word-of-mouth accounts for 16%, and other sources represent 4%, emphasizing the importance of referral-based marketing strategies.

5.3 Pricing Perception Assessment

Customer pricing evaluation indicates that 36% perceive services as affordable, while 34% consider them reasonable. Only 8% view pricing as expensive, with 22% rating it as competitive, suggesting generally positive price positioning in the market.

5.4 Service Preference Analysis

Service utilization patterns reveal website maintenance as the most popular service (44%), followed by bulk SMS services (26%). Facebook page services account for 20%, while design services represent 10%, indicating strong demand for web-related solutions.

5.5 Shopping Preference Factors

Customer motivation analysis shows that 36% are primarily attracted by offers and discounts, while 26% value service variety. Location convenience influences 22% of customers, and adequate stock availability motivates 16%, highlighting price sensitivity and promotional effectiveness.

5.6 Customer Service Responsiveness

Problem resolution analysis demonstrates strong service capabilities, with 40% of complaints resolved on-the-spot and 30% within one day. This rapid response rate contributes significantly to customer satisfaction and retention.

5.7 Future Purchase Intentions and Recommendations

Customer loyalty metrics reveal strong retention potential, with 46% strongly agreeing to repurchase services and 34% agreeing to future purchases. Remarkably, 88% would recommend Techno Space to friends and relatives, indicating exceptional satisfaction levels and advocacy potential.

6. Findings

The research yielded several significant findings regarding consumer buying behaviour at Techno Space:

1. Strong customer relationship longevity, with 40% maintaining 2-4year associations and 26% exceeding 6 years of service utilization
2. Friend recommendations dominate awareness channels (56%), emphasizing the critical importance of customer satisfaction for organic growth
3. Pricing is generally perceived positively, with 70% considering services affordable or reasonable, indicating competitive market positioning
4. Website maintenance services lead demand (44%), reflecting the digital transformation needs of regional businesses
5. Promotional offers significantly influence purchasing decisions (36%), suggesting price-sensitive customer segments
6. Exceptional service responsiveness with 70% of issues resolved within 24 hours, contributing to high satisfaction levels
7. Strong customer advocacy with 88% willing to recommend services, indicating superior service quality and customer experience
8. High repurchase intentions (80% agreement levels) demonstrate sustainable customer relationships and business growth potential

7. Suggestions

Based on research findings, the following strategic recommendations are proposed:

- Enhance Promotional Strategies: Develop comprehensive advertising campaigns to increase market awareness beyond word-of-mouth, targeting potential customers who remain unaware of Techno Space offerings
- Optimize Value Proposition: Focus on delivering high-quality services at competitive prices to maintain affordability perception while improving profit margins

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- Strengthen Customer Satisfaction Programs: Implement systematic feedback collection and service improvement initiatives to maintain high satisfaction levels driving referral generation
- Expand Marketing Channels: Diversify promotional methods beyond traditional approaches to reach broader customer segments and accelerate market penetration
- Service Quality Standardization: Maintain and enhance current service delivery standards to ensure consistent customer experiences across all service categories

8. Conclusions

Consumer buying behaviour analysis reveals that Techno Space has successfully established strong customer relationships characterized by loyalty, satisfaction, and advocacy. The research demonstrates that consumer behaviour in technology education services is significantly influenced by social recommendations, perceived value, service quality, and responsive customer support. The company's strength lies in its ability to generate positive word-of-mouth recommendations, which serves as the primary customer acquisition channel.

The study confirms that consumer decision-making processes in this sector involve multiple psychological and social factors, with friends' recommendations carrying substantial influence over purchase decisions. Price sensitivity analysis indicates that while customers value affordability, they prioritize service quality and responsiveness equally. The high levels of customer retention and recommendation willingness suggest that Techno Space has effectively aligned its service offerings with customer expectations and needs.

Moving forward, the company should leverage its strong customer satisfaction foundation to expand market reach through enhanced promotional activities while maintaining service quality standards. The research emphasizes that understanding consumer behaviour patterns enables more effective marketing strategy development, improved customer relationship management, and sustainable business growth in competitive technology education markets. Success in this sector requires continuous attention to customer needs evolution, service innovation, and maintaining the personal touch that drives customer loyalty and advocacy.

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