





- Level of involvement in purchase decision process
- Buyer's level of involvement in decision is why he/she informs about the product and brand

conditions of the  
is motivated to seek  
vital cues

High involvement purchases  
High involvement purchases

High involvement purchases  
High involvement purchases

- Personal
- Social
- Economic

The types of consumer buying behavior:

- Routine Response Program  
purchase decision is automatic  
Example: Milk, bread, etc.
- Limited Decision Making  
purchase decision is somewhat automatic  
Example: Furniture, appliances, etc.
- Extensive Decision Making  
purchase decision is highly conscious  
Example: Cars, homes, etc.
- Impulsive buying

High involvement frequently  
purchase decision is not automatic  
Example: Cars, homes, etc.

The purchase of a new product does not always  
Product and brand name are not the only factors  
The purchase of a new product does not always  
Product and brand name are not the only factors

The purchase of a new product does not always  
Product and brand name are not the only factors

The findings of the study on purchase  
buying behavior in South West  
The findings of the study on purchase  
buying behavior in South West

The findings of the study on purchase  
buying behavior in South West

4 Methodology  
The research design is a descriptive design

The research design is a descriptive design

buying behavior



The basic data sources are secondary data provided by the company organization and external sources like books, magazines, newspaper, etc.

Secondary data is provided by the company organization and external sources like books, magazines, newspaper, etc.

We have collected data from students, market researchers, and other people who are interested in the product. We have also conducted a survey to collect data from the students and market researchers.

using questionnaire and interviews provided by the superiors. The data is processed and analyzed to show the relationship between the variables.

### XLM Interbol

### Data Analysis and Interpretation

Table 1  
Bazaar & Income

Rule #	Conf %	Antecedent (a)	Consequent (c)	Support (a)	Support (c)	Support (Uc)	LR (b)
11	3462	<Lucky=>	Lucky	78	60	27	1038462
12	3462	<Lucky=>	Big Bazar	78	60	27	10384
16	3077	<Lucky=>	DM at	78	60	24	0923077
4	3913	<Lucky=>	DM at	69	60	27	1173913
14	3188	<Lucky=>	Big Bazar	69	60	22	0956522
22	2899	<Lucky=>	Lucky	69	60	20	0869565
5	3478	<Lucky=>	Big Bazar	23	60	8	1043478
6	3478	<Lucky=>	Lucky	23	60	8	1043478
17	3043	<Lucky=>	DM at	23	60	7	0913043
1	50	>5=>	Lucky	10	60	5	15
19	30	>5=>	Big Bazar	10	60	3	09
23	20	>5=>	DM at	10	60	2	06
7	1333	Big Bazar=>	<Lac	60	23	8	1043478
10	45	Big Bazar=>	<Lac	60	78	27	1038462
13	3667	Big Bazar=>	<Lac	60	69	22	0956522
20	5	Big Bazar=>	>5	60	10	3	09
3	45	DM at=>	<Lac	60	69	27	1173913
15	40	DM at=>	<Lac	60	78	24	0923077
18	1167	DM at=>	<Lac	60	23	7	0913043
24	333	DM at=>	>5	60	10	2	06
2	833	Lucky=>	>5	60	10	5	15
8	1333	Lucky=>	<Lac	60	23	8	1043478
9	45	Lucky=>	<Lac	60	78	27	1038462
21	333	Lucky=>	<Lac	60	69	20	0869565

The above represents various groups of income having up to 15k, 16k, 17k, 18k, 19k, 20k, 21k, 22k, 23k, 24k, 25k, 26k, 27k, 28k, 29k, 30k, 31k, 32k, 33k, 34k, 35k, 36k, 37k, 38k, 39k, 40k, 41k, 42k, 43k, 44k, 45k, 46k, 47k, 48k, 49k, 50k, 51k, 52k, 53k, 54k, 55k, 56k, 57k, 58k, 59k, 60k, 61k, 62k, 63k, 64k, 65k, 66k, 67k, 68k, 69k, 70k, 71k, 72k, 73k, 74k, 75k, 76k, 77k, 78k, 79k, 80k, 81k, 82k, 83k, 84k, 85k, 86k, 87k, 88k, 89k, 90k, 91k, 92k, 93k, 94k, 95k, 96k, 97k, 98k, 99k, 100k.

from different groups having 3k, 4k, 5k, 6k, 7k, 8k, 9k, 10k, 11k, 12k, 13k, 14k, 15k, 16k, 17k, 18k, 19k, 20k, 21k, 22k, 23k, 24k, 25k, 26k, 27k, 28k, 29k, 30k, 31k, 32k, 33k, 34k, 35k, 36k, 37k, 38k, 39k, 40k, 41k, 42k, 43k, 44k, 45k, 46k, 47k, 48k, 49k, 50k, 51k, 52k, 53k, 54k, 55k, 56k, 57k, 58k, 59k, 60k, 61k, 62k, 63k, 64k, 65k, 66k, 67k, 68k, 69k, 70k, 71k, 72k, 73k, 74k, 75k, 76k, 77k, 78k, 79k, 80k, 81k, 82k, 83k, 84k, 85k, 86k, 87k, 88k, 89k, 90k, 91k, 92k, 93k, 94k, 95k, 96k, 97k, 98k, 99k, 100k.

Urban population living in the city  
 purchasing products from nearby markets

Urban population living in the city  
 purchasing products from nearby markets

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

The urban population living in the city  
 purchasing products from nearby markets  
 purchasing products from DM at  
 purchasing products from Big Bazar and Lucky Bazar

Conclusion: It is inferred from above observations that  
 people purchasing products from nearby markets

Conclusion: It is inferred from above observations that  
 people purchasing products from nearby markets

**Table No 2**  
**Bazaar & Education**

Rule #	Conf %	Antecedent (A)	Consequent (C)	Support (A)	Support (C)	Support (A/C)	LR ab
1	50	SSC=>	Big Bazar	60	60	3	15
11	333	SSC=>	DM at	60	60	2	1
23	167	SSC=>	Lucky	60	60	1	05
4	4308	pg=>	DM at	65	60	28	1292308
18	2923	pg=>	Big Bazar	65	60	19	0876923
20	2769	pg=>	Lucky	65	60	18	0830769
5	60	Lucky=>	graduate	60	94	36	1148936
14	833	Lucky=>	HSC	60	15	5	1
19	30	Lucky=>	pg	60	65	18	0830769
24	167	Lucky=>	SSC	60	6	1	05
9	333	HSC=>	Big Bazar	15	60	5	1
10	333	HSC=>	DM at	15	60	5	1
12	333	HSC=>	Lucky	15	60	5	1
6	383	graduate=>	Lucky	94	60	36	1148936
8	3511	graduate=>	Big Bazar	94	60	33	1053191
22	266	graduate=>	DM at	94	60	25	0797872
3	4667	DM at=>	pg	60	65	28	1292308
15	833	DM at=>	HSC	60	15	5	1
16	333	DM at=>	SSC	60	6	2	1
21	4167	DM at=>	graduate	60	94	25	0797872
2	5	Big Bazar=>	SSC	60	6	3	15
7	55	Big Bazar=>	graduate	60	94	33	1053191
13	833	Big Bazar=>	HSC	60	15	5	1
17	3167	Big Bazar=>	pg	60	65	19	0876923

The above table represents the urban population  
 purchasing products from nearby markets

The above table represents the urban population  
 purchasing products from nearby markets



4. Bayu Satrio, SQL PL/SQL IBM Publications
5. George M. M. Markas, Modern Data Warehousing Mining & Visualization By  
George M. Markas, Person Education
6. Eri Tubanay, ERM on Decision Support System & Intelligent Systems  
Peric Haldi (PHI)
7. John Henry, Person Software Project Management
8. Thomas W. McDermott, Data Mining