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A study on consumer behavior towards royal academy

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Abstract

This study aims to understand the consumer behavior towards Royal Spoken Classes while admission of the consumer. Royal Academy is a spoken classes that helps to consumer in reading, writing and communicating in English and French languages. Furthermore, the study will explore the impact of promotional activities on the admission behavior of consumers. Additionally, it will identify the demographic and geographic characteristics of consumers that influence their admission behavior.

According to Schiff man and Kanuk (2010) mentioned that consumer behavior is "the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product, service and idea which they expect will satisfy their needs". Therefore, knowing the factors which influence the buying behavior for a product or service could increase the sales volume.

The present research is based on various facts related to consumer behavior therefore the research design is Descriptive Research design. Sampling unit collected from Potential students of Royal Academy. With sample size 60 and sampling method convenience sampling method. Primary data was collected through a structured questionnaire and personal interviews of potential students of royal academy and secondary data collected through website, journals, organization brochures etc.

The survey results show that 78.32% of the respondents prefer to gain knowledge on online, 13.34% prefer to gain knowledge offline, and 8.34% like to do both. Thus, online gaining of knowledge is the preferred option for most people. For that suggestion preferred Royal Academy should start teaching via online platforms (Zoom meeting, Teams, Google meet) so that the working peoples who has hectic schedule they also can take benefits of the services (Coaching).

The research also reveals that fee is the most important factor considered by consumers when taking admission and that consumers have a generally high likelihood of taking a repeat admission for another language. Based on the findings of this research, it is recommended that Royal Academy focus on developing its online presence and resources, maintaining and improving service quality, investing in online resources and consumer support, offering competitive fees, and increasing awareness.

Keywords: Royal Academy, spoken classes, english language, french language, consumer behavior

Introduction

Royal Academy is an offline spoken classes platform that provides the English and French languages enthusiasts a mind-blowing opportunity to listen, read, write and speak both languages all under one roof. We have a remarkable network that are listed on the website that provides coaching for all those who enroll themselves, in just one click. The most convenient part of this initiative is that abundant knowledge and coaching for English and French language that can be found in your very own locality. Considering the ins and outs of both languages, we bring to you teacher who have an expertise in that language that you wish to opt for. The branch also offers a range of services such as summer classes with providing high amount knowledge in less fees.

Consumer behavior is a term used to describe the behavior of consumer while making admission decisions about gain of knowledge and services. It is a key factor in success of any organization and understanding consumer behavior can help branches develop better services and education as well as better marketing strategies. In the case of Royal Academy understanding consumer behavior is essential in order to develop effective marketing strategies and services that will appeal to the target market.

There are several aspects of consumer behavior that should take into account when developing marketing strategies for Royal Academy. The first step is to identify the target market. This involves understanding the demographic & geographic characteristics such as age, gender, income level. The next step is to understand the needs and wants of the target market. This involves understanding the motivations and education of the target market when it comes to languages and knowledge about computers.

This could include understanding what type of knowledge the target market is most likely to gain, and what features they like while learning. It is also important to understand the different types of behavior exhibited by the target market. This could include understanding the types of promotional activities that would be most effective in reaching the target market, as well as understanding the different types of decisions that are made by the target market.

In addition to understanding the behavior of the target market, it is also important to understand the post-admission behavior of the target market. This includes understanding how the target market gain knowledge and what type of customer service they expect. This will help the branch or organization to develop better customer service strategies and ensure that the target market is satisfied with their admission and learning.

Finally, this will help the branch to stay ahead of the competition and ensure that they are offering the best service.

Literature Review

Tabassum Ali, Aftab Alam, Jabir Ali (2021) ^[1] This article aims at identifying the factors affecting the buying behavior of the consumers for health and wellness food products in India, based on a structured primary survey of 218 respondents in the city of Lucknow, India, using the stratified random sampling technique. The survey data has been analyzed using appropriate statistical tools such as descriptive statistics, factor analysis and regression analysis. Consumer's preference for health and wellness food product attributes indicate that quality and health benefits are perceived as very important and extremely important by more than 75% of the respondents. Regression results clearly indicate that socio-demographic profile of the consumers, product attributes and psychological are more likely to influence the consumer's health and wellness food purchase decision.

Ramya and Dr. SA Mohamed Ali (2016) ^[2] in this study they conclude in their research, many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behavior, the brands he buys or the retailers he goes. A purchase decision is the result of each and one of these factors. An individual and a consumer is led by his culture, his subculture, his social class, his membership, his family, his personality and his psychological factors and it is also influenced by cultural trends as well as his social and societal environment. Initially the consumer tries to find what commodities he would like to consume; the he selects only those commodities that promise greater utility. Lastly, the consumer analyzes prevailing prices of commodities and takes the decision about commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, economic, personal and psychological.

Anurag Pandey and Jitesh Parmar (2019) ^[3] from their perspective the study suggest that consumer's online shopping behavior is being affected by several factors like demographic factors, social factors, consumer online shopping experience knowledge of using internet and computer, website design, social media, situational factors,

facilitating conditions, product characteristics, sales promotional scheme, payment option, delivery of goods and after sales services plays an important role in online shopping. Research methodology used for collection of data is judgmental sampling for selecting samples from online shopping users of Kanpur city. The study results cannot be generalized to the all-online shopping users because of small sample size and geographical location from where data is calculated.

Arshiya Fatima MS, H Moideen Batcha, Ansari Sarwar Alam (2023) ^[4] the purpose of study is to identify the factors influencing consumer's intention to purchase solar energy products (SEP's). They find attitude, perceived behavioral control and energy concern variables are significant towards consumer's purchase intention. However, other variables such as subjective norms and energy awareness were found insignificant.

Schiff man and Kanuk (2010) ^[5] mentioned that consumer behavior is "the behavior that consumers display in searching for purchasing, using, evaluating and disposing of product, service and idea which they expect will satisfy their needs". Therefore, knowing the factors which influence the buying behavior for a product or service could increase the sales volume.

Research Methodology

The research methodology employed in this study is a descriptive research design, aimed at understanding the consumer behavior of potential students at the Royal Academy. Descriptive research is ideal for gathering detailed information about the attitudes, preferences, and decision-making processes of a specific population. In this case, it helps to provide a comprehensive understanding of the factors influencing prospective students' choices.

The sample consists of 60 potential students from the Royal Academy, selected using a convenience sampling method. This technique was chosen for its practicality and ease of access to participants, though it may introduce some bias. However, it is commonly used in preliminary studies or when time and resources are limited. The participants are individuals who are considering enrolment at the Academy, offering valuable insights into their motivations.

Data collection involved both primary and secondary sources. Primary data was gathered through structured questionnaires and personal interviews, providing firsthand information on students' experiences and preferences. Secondary data was sourced from the Academy's website, brochures, and relevant journals, offering additional context. For data analysis, Microsoft Excel was used to organize and visualize the data using tables, graphs, and charts, facilitating a clear interpretation of consumer behavior trends.

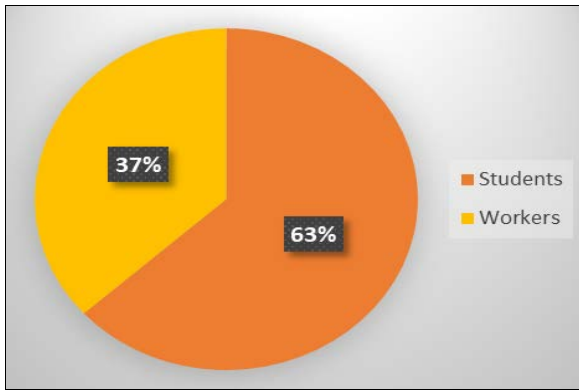
Objectives & Scope of the study

1. To identify consumer behavior towards the services provided by royal academy.
2. To understand the consumer preferences towards the fees and knowledge of French & English languages offered by Royal Academy.

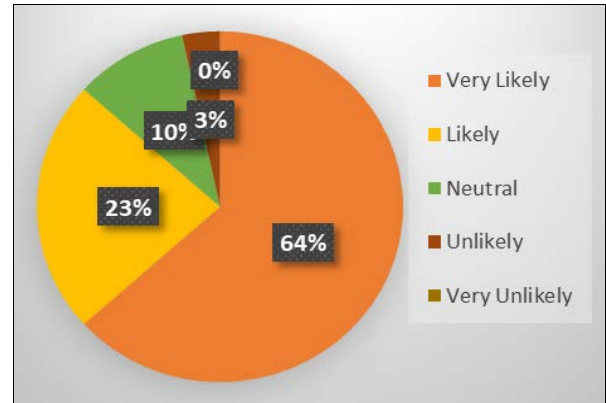
Data Analysis and Interpretation

Q1. Occupation of respondents

Out of 60 respondents, 64% are students & 36% are workers.

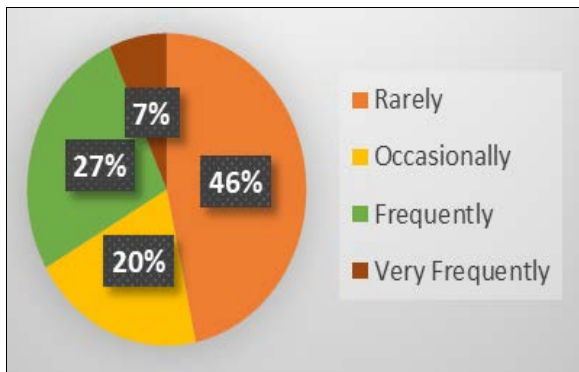


Graph No 1: Occupation of respondents



Graph No 4: Recommendation of Royal Academy services to a friend or colleagues

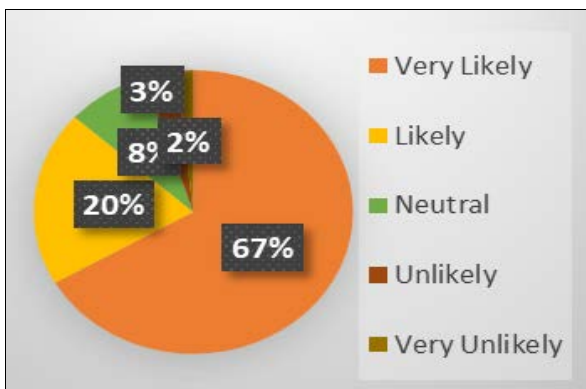
Q2. Respondents visit to Royal Academy for services



Graph No 2: Respondents visit to Royal Academy for services

Based on the survey, it can be seen that 47% of the respondents rarely visit for service, 20% occasionally visit it, 27% frequently visit it, and 6% visit it very frequently.

Q3. Likeness for compare price and service while taking admission for Royal Spoken Classes



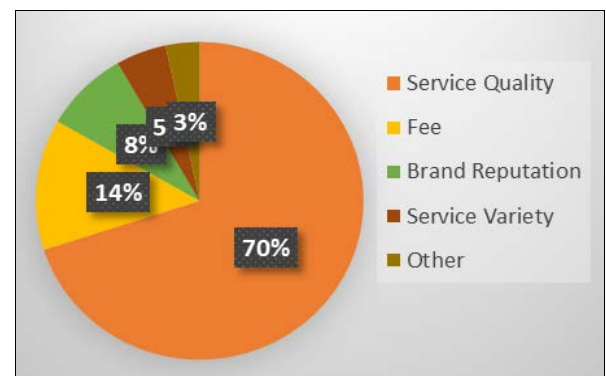
Graph No 3: Likeness for compare price and service while taking admission for Royal Spoken Classes

Majority of respondents 67% were very likely comparing price and service while taking admission, were unlikely 1.5% were very unlikely compare price and service while taking admission.

Q4. Recommendation of Royal Academy services to a friend or colleagues

This survey shows that 64% of the respondents are very likely to recommend the service and only 4% are unlikely to recommend the service to a friend or colleagues.

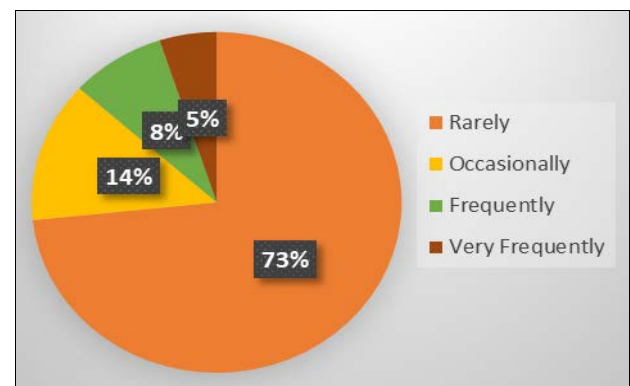
Q5. Consideration factors when deciding to take admission in Royal Academy services



Graph No 5: Consideration factors when deciding to take admission in Royal Academy services

Majority of the respondents 70% valued service quality the most, followed by fee this shows that the quality of the service was the most important factor when choosing a service.

Q6. Respondents visit to the Royal Academy website

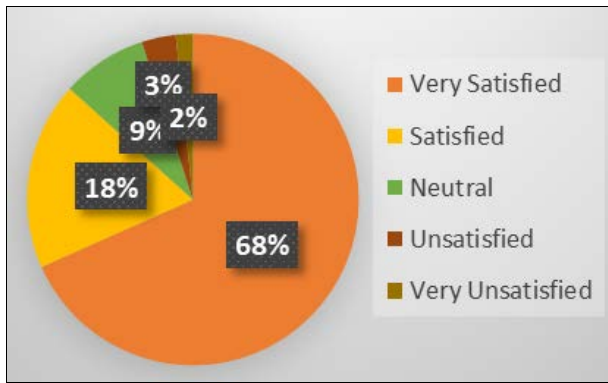


Graph No 6: Respondents visit to the Royal Academy website

Majority of respondents 73.32 visit to the website rarely, and 5% of them visit to website very frequently.

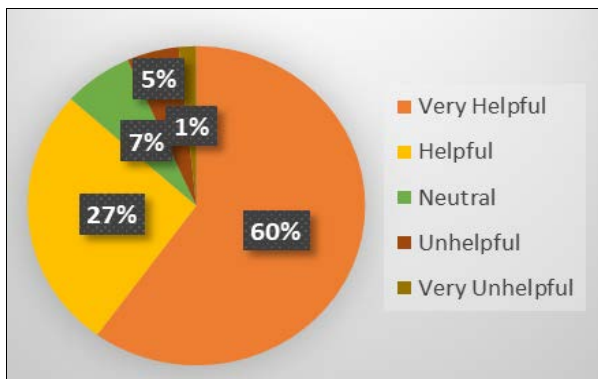
Q7. Satisfaction of consumer service provided by Royal Academy

The data interpretation of the responses is that 68.33% are very satisfied were 1.66% are very unsatisfied with the service provided by Royal Academy.



Graph No 7: Satisfaction of consumer service provided by Royal Academy

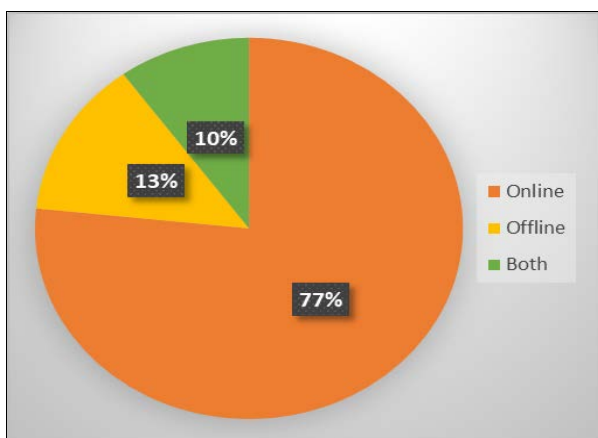
Q8. Helpfulness of the online resources provided by Royal Academy



Graph No 8: Helpfulness of the online resources provided by Royal Academy

Majority of respondents 60% found the online resources provide by Royal Academy to be very helpful were 1% found it is very unhelpful.

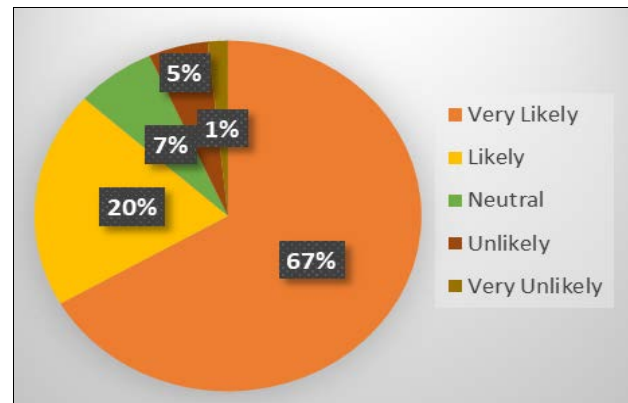
Q9. Preferences to gain knowledge online or offline for Royal Academy services



Graph No 9: Preferences to gain knowledge online or offline for Royal Academy services

The survey results show that 78.32% of the respondents prefer to gain knowledge on online, 13.34% prefer to gain knowledge offline, and 8.34% like to do both. Thus, online gaining of knowledge is the preferred option for most people.

Q10. Likeness to service provided by Royal Academy do you used in your day-to-day life



Graph No 10: Likeness to service provided by Royal Academy do you used in your day-to-day life

The data interpretation from the given responses shows that 66.66% of the respondents are very likely to use the service in day-to-day life and 1.67% of the respondents are very unlikely to use the service in their life.

Findings

1. Out of 60 respondents, 64% are students & 36% are workers. (Graph 1).
2. Based on the survey, it can be seen that 47% of the respondents rarely visit for service while 6% visit very frequently. (Graph 2).
3. The survey results show that the majority of respondents 67% were very likely compare price and service while taking admission while 1.5% were very unlikely compare price and service while taking admission. (Graph 3).
4. This survey shows that 64% of the respondents are very likely to recommend the service only 4% are unlikely to recommend the service. There were no respondents who were very unlikely to recommend the service. (Graph 4).
5. This survey was conducted to assess consumer preferences for certain services. It appears that the majority of the respondents 70% valued service quality the most, followed by fee 13.34%, brand reputation 8.34%, service variety 5%, and other factors 3.32%. This shows that the quality of the service was the most important factor for the majority of the respondents when choosing a service. (Graph 5).
6. The data interpretation for the above responses shows that out of the total 60 respondents, 73.32% of them responded that they rarely visit the website and 5% of them visit website very frequently. (Graph 6).
7. The data interpretation of the responses is that 68.33% of respondents are very satisfied for service provided by Royal Academy and 1.66% are very unsatisfied. (Graph 7).
8. The survey results show that 60% of the respondents found the online resources provide by Royal Academy to be very helpful and 1.66% found it to be very unhelpful. Overall, it can be concluded that the majority of the respondents found the online resources provided by Royal Academy to be helpful or very helpful. (Graph 8).
9. The survey results show that 78.32% of the respondents prefer to gain knowledge on online, 13.34% prefer to

gain knowledge offline, and 8.34% like to do both. Thus, online gaining of knowledge is the preferred option for most people. (Graph 9).

10. The data interpretation from the given responses shows that 66.66% of the respondents are very likely to use the service in day-to-day life and 1.67% of the respondents are very unlikely to use the service in their day-to-day life. (Graph 10).

Conclusion

This research provides valuable insights into consumer preferences and behaviors concerning the Royal Academy's online classes and services. The findings suggest that the Academy has successfully met students' expectations in terms of online education delivery, with high satisfaction levels regarding the quality of services. This is a strong indicator that the Academy is well-positioned to continue attracting prospective students seeking flexible learning opportunities.

However, the research also highlights the importance of competitive pricing in the decision-making process. As fee structures are a primary concern for many students, maintaining an attractive, value-for-money pricing strategy is crucial for both attracting new students and retaining current ones. The high likelihood of repeat admissions indicates that the Academy has fostered a positive and trusting learning environment, making it likely for students to continue their educational journey with the institution.

To ensure continued growth, it is recommended that the Royal Academy enhance its online platform, offering more interactive resources and improving user experience. Expanding consumer support services and implementing flexible pricing options would also strengthen student satisfaction and retention. Increased marketing efforts and research into consumer decision-making will further enable the Academy to tailor its offerings and maintain its competitive edge in a crowded educational market. By focusing on these areas, the Royal Academy can further solidify its reputation as a leading provider of high-quality online education.

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