

## N. L. Dalmia College of Arts, Commerce & Science

### Activity Report

Name of Activity: **"Market-Master"**

Conducted by : Economics Dept and Economics Club (Name of Dept. / Assoc./ Committee / Club) on Friday, 8th Aug 2024 at 1000 am to 0200 pm in Gold-Spot

Name(s) of Teacher(s) Incharge: Asstt Prof. Neha Satoliya and Asstt Prof. Anju Chavan

No. of Responses: Male: 63 Female: 98 = Total 161 Consumers

#### **Description of Activity:**

The **Market-Master** event was designed to foster **Research Aptitude** among student volunteers and to gather **consumer insights** regarding product/service stalls. The event aimed to enhance students' understanding of market behaviour, consumer preferences, pricing strategies, and the effectiveness of customer service.

#### **1. Consumer Survey**

Consumers visiting the stalls were encouraged to share their feedback on various aspects such as:

- **Satisfaction with products/services**
- **Pricing and affordability**
- **Customer service quality**
- **Likelihood of future purchases**
- **Overall event experience**

The responses helped analyse consumer behaviour and preferences, providing valuable insights for future improvements.

#### **2. Stall Survey**

Student volunteers evaluated the stalls based on:

- **Product variety**
- **Presentation and promotional strategies**
- **Consumer engagement**
- **Ranking of stalls based on popularity and quality**

This hands-on research experience enabled students to develop skills in market analysis and critical evaluation.

**Team of the following students collected the data doing consumer and stall survey:**

Stall 1 : Armaan Saulaji (FYBCom MS)

Stall 2 : Anayah Gori (FYBCom MS) & Cherita Jena (FYBCom MS)

Stall 3: Abhir & Yuvraj Singh (SYBA)

Stall 4 : Soha Kan & Sara Khan (SYBA)

Stall 5 : Mehrish & Zeba Kordiya

Stall 6 : Aainee Gori (FYBCom MS) & Namiya Shaikh (SYBA)

Stall 7 : Vatatmajam (FYBCom) & Amratpal Singh (SYBA)

Stall 8 : Ashwini (FYBA) & Riya Singh Mishra (SYBA)

Stall 9 : Shrey Modi (FYBCom)

Stall 10 : Rishab Vishwakarma

Stall 11: Kimaya Kini (SYBA) & Zuberia (SYBA)

Stall 12: Siddhi Salokhe (SyBCom)

The **consumer's analysis** and **stall analysis** made by the Market Master Research Team helped to determine the winner of the "**Futurepreneur Fair**".

**The 1<sup>st</sup> winner stall 4: Crave Spt.** The students in-charge of Stall 4 were:

- Rishi Dodiya
- Dheer Bhanushali
- Tanisha Gilani
- Karan Majumdar
- Wayne Miranda

#### **Key Consumer Insights**

- Most consumers found the product pricing to be **affordable**.
- Customer service quality varied across stalls, with some receiving **high satisfaction ratings**, while others needed improvement.
- Stalls offering unique and innovative products attracted **higher engagement**.
- Consumers expressed interest in **revisiting certain stalls**, indicating potential for business sustainability.
- The event was rated **highly satisfactory** by the majority of participants.

The **Market-Master** event successfully provided student volunteers with a platform to develop **research skills**, while consumers had an opportunity to express their **preferences and feedback**. The insights gathered will be used to refine future events, enhance product offerings, and improve service quality. The activity played a crucial role in promoting **practical learning** and **real-world market analysis** among students.

Names of dignitaries attended activity: Dr Ganesh Pawar, Asstt Prof. Ajit Mokal

Name of the Faculties Attended the Event: Asstt Prof. Shrishti Mishra, Chandan Shah, Asstt Prof. Sumaira Sayyed, Asstt Prof. Ujwala Kadam, Asstt Prof. Pooja Gandhi, Asstt Prof. Ankit Thakur, Asstt Prof. Astha Chaubey

## Research Design for Consumer Survey

The research design adopted for the consumer survey was **descriptive in nature**, aimed at understanding consumer perceptions and behaviour during the Market-Master event. The purpose was to gather first-hand feedback on consumer satisfaction with product quality, pricing, service, and overall event experience. A **cross-sectional survey design** was used, as data was collected at one point in time from different consumers visiting the stalls. This design enabled the researchers to capture a snapshot of consumer opinions and preferences, which could then be analysed to identify trends, patterns, and areas for improvement.

## Research Methodology for Consumer Survey

The methodology involved a **structured questionnaire** administered to consumers attending the event. Both **quantitative and qualitative data** were collected, with closed-ended questions (e.g., rating satisfaction, likelihood of repurchase) and open-ended feedback (e.g., suggestions for improvement). A **convenience sampling method** was employed, as respondents were selected from among consumers visiting the stalls during the event. Data collected was tabulated and analysed to measure levels of satisfaction, pricing preferences, and customer service quality. The findings helped draw meaningful insights into consumer attitudes and behaviours, serving as a basis for improving future events.

### Hypothesis 1: Repurchase Likelihood vs. Consumer Satisfaction

- **H<sub>0</sub> (Null Hypothesis):** Satisfaction with product/service quality has no significant relationship with the likelihood of repurchase.
- **H<sub>1</sub> (Alternative Hypothesis):** Higher satisfaction levels are significantly associated with higher likelihood of repurchase.

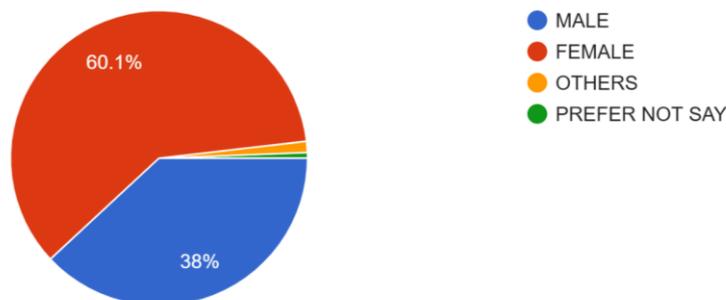
### Hypothesis 2: Pricing Perception vs. Overall Event Experience

- **H<sub>0</sub> (Null Hypothesis):** Pricing perception does not influence the overall satisfaction with the event.
- **H<sub>1</sub> (Alternative Hypothesis):** Pricing perception significantly influences the overall satisfaction with the event.

## Consumer Survey Analysis

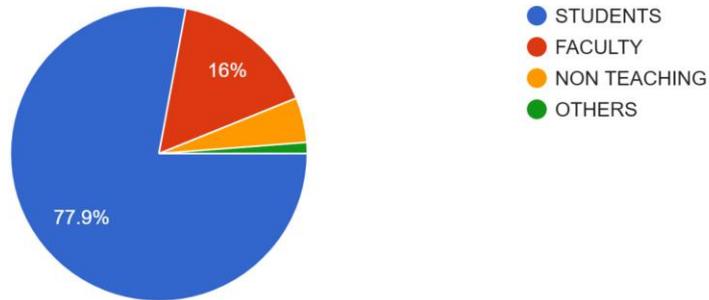
GENDER

163 responses



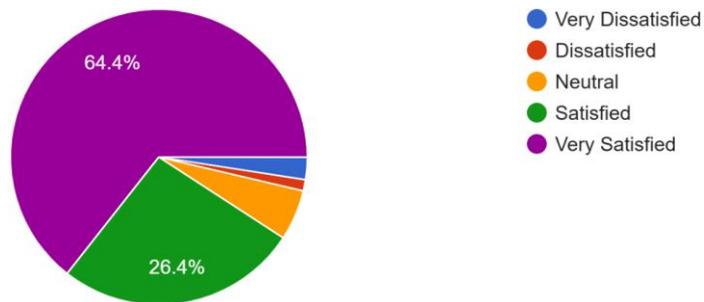
## DESIGNATION

163 responses



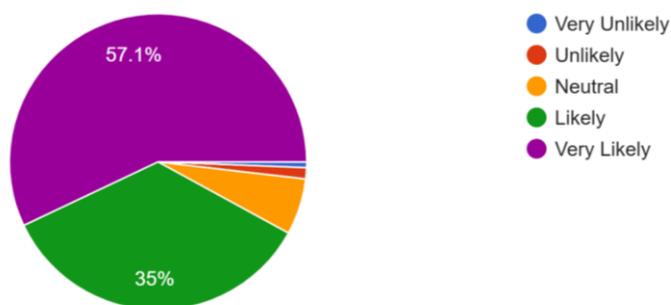
## How satisfied were you with the quality of products/services offered at the stalls?

163 responses



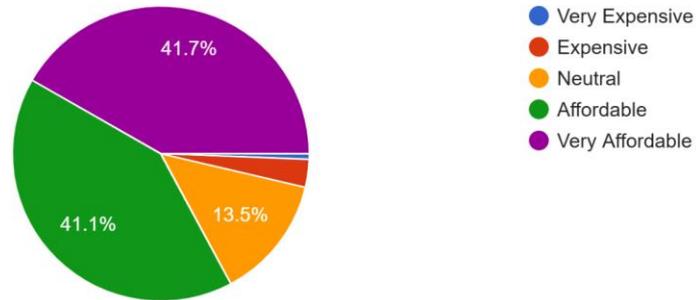
## How likely are you to purchase from these stalls again in the future?

163 responses



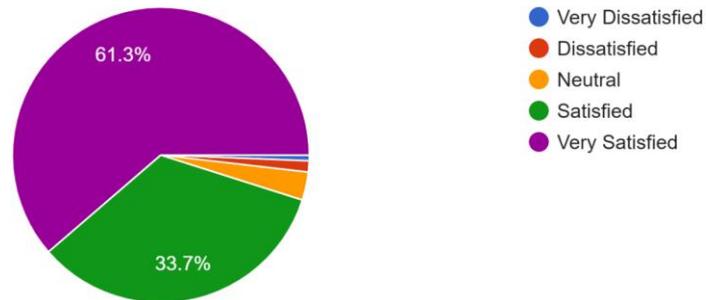
How would you rate the pricing of the products/services at the stalls?

163 responses



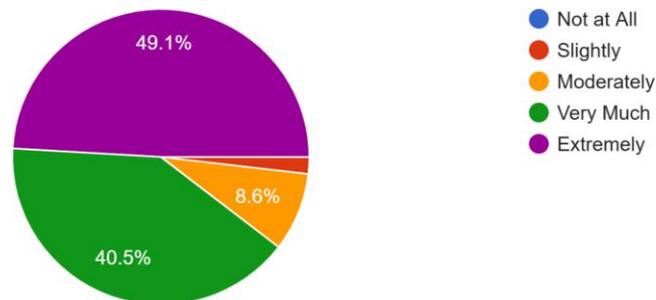
How satisfied were you with the customer service provided by the stall promoters?

163 responses



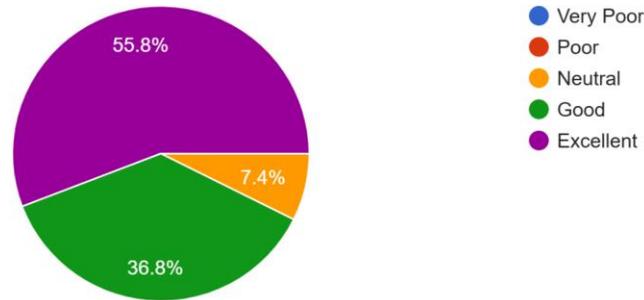
How well did the stall offerings match your interests and preferences?

163 responses



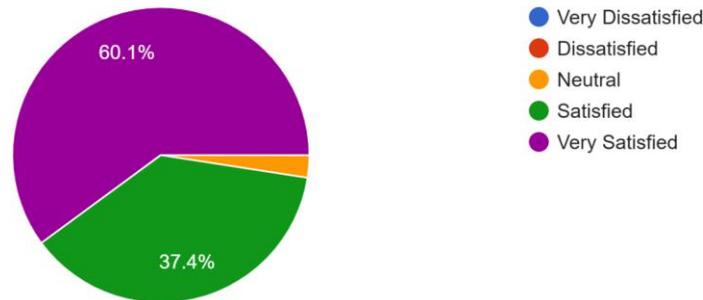
How would you rate the variety of stalls available at the event?

163 responses



How satisfied were you with the overall experience of the event?

163 responses



## Stall Survey

### Research Design for Stall Survey

The stall survey followed an **evaluative and comparative research design**, focusing on assessing the performance of stalls on predetermined parameters such as product variety, presentation, promotional strategies, and consumer engagement. The design was aimed at ranking the stalls to determine the most effective marketing and business practices demonstrated during the event. By comparing stalls against common criteria, the research design facilitated objective evaluation and identification of best practices.

### Hypothesis 1 (group comparison)

Null (H0): There is *no difference* in foot-traffic satisfaction scores between male and female respondents.

Alternative (H1): There *is* a difference in foot-traffic satisfaction scores between male and female respondents.

### Hypothesis 2 (correlation)

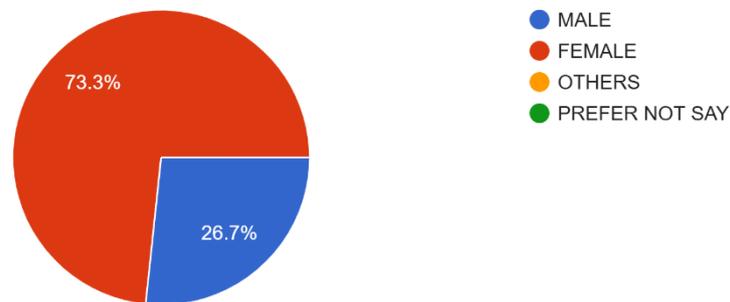
Null (H0): There is *no monotonic association* between perceived layout effectiveness and the seller's rating of overall success.

Alternative (H1): There *is* a monotonic association between layout effectiveness and overall success rating.

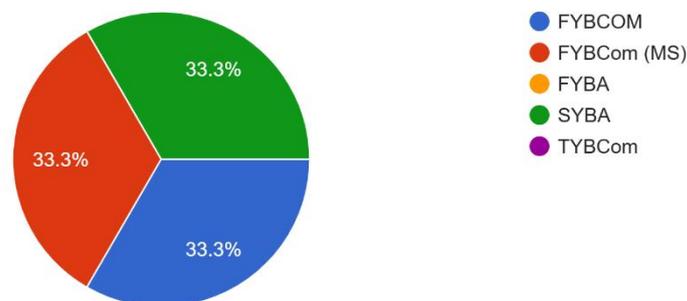
## Research Methodology for Stall Survey

The methodology for stall survey was based on **observational research combined with structured evaluation checklists**. Student volunteers, acting as market researchers, visited each stall and systematically recorded their observations regarding product display, pricing strategies, consumer interaction, and overall stall appeal. A **rating scale method** was applied to ensure consistency and comparability across stalls. The data collected was analysed to determine stall popularity, effectiveness of promotional strategies, and consumer engagement. This methodological approach ensured fairness in evaluation and helped in shortlisting the winning stall for the “**Futurepreneur Fair**”.

GENDER  
15 responses

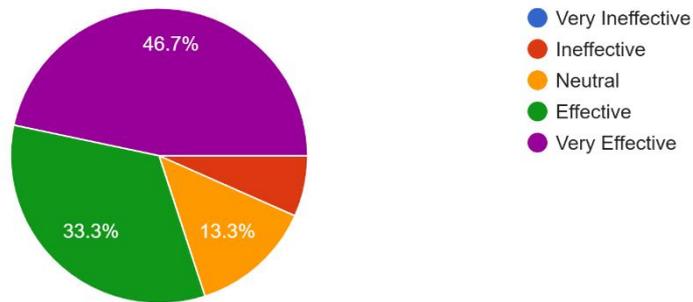


Class of the Market Researcher  
15 responses



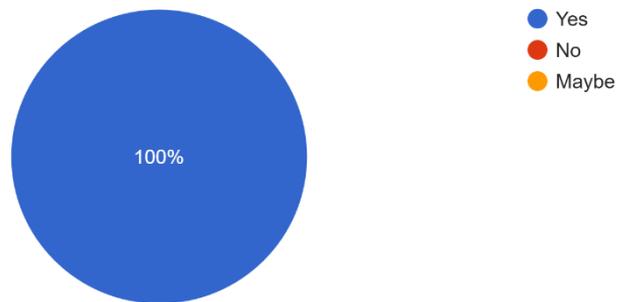
How effective is the layout and design of the stall in attracting customers?

15 responses



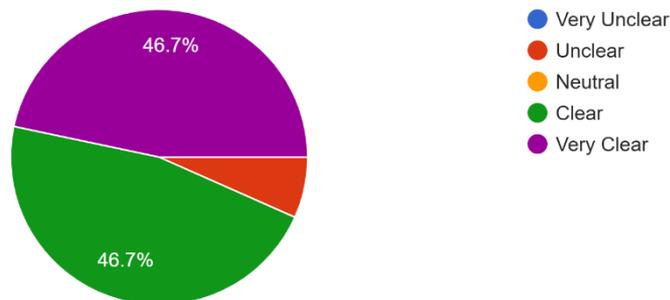
Has the seller maintained overall cleaning and hygiene?

15 responses



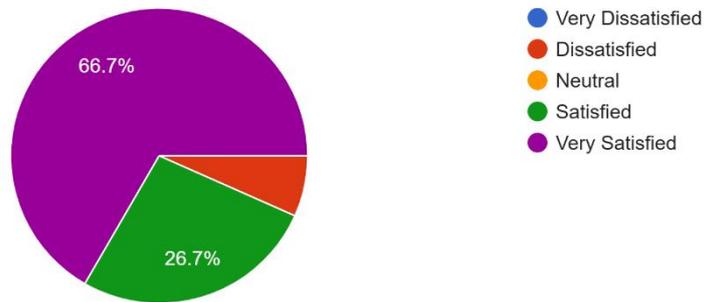
How clear are the communications and instructions provided by the seller to the buyer before and during the event?

15 responses



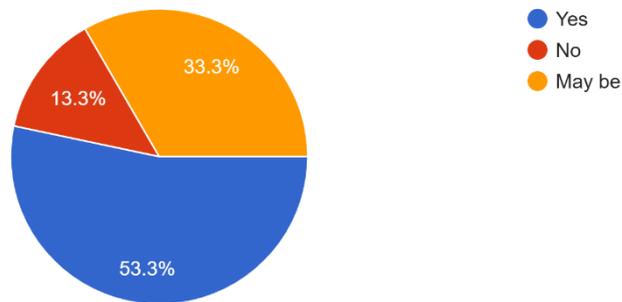
How satisfied are you with the foot traffic and potential customers visiting the stall?

15 responses



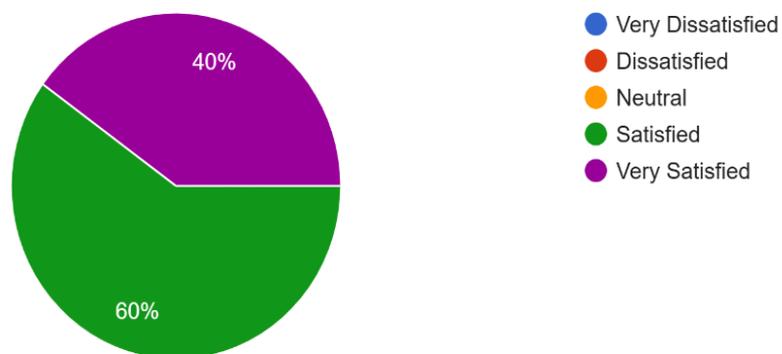
Do you feel that the seller changed their market strategy to increase sell during the event?

15 responses



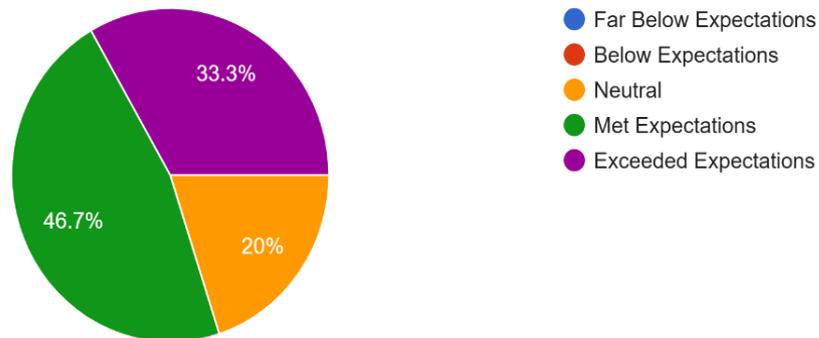
How satisfied is the seller with the event's overall organization and planning?

15 responses



How would the seller rate the overall success of the event in terms of meeting the goals?

15 responses



**Few Remarks and observations of Market Researchers is as follows:**

- They/Sellers gained customers by setting affordable prices and eye catching food which was appreciated by each consumer around the college
- Modification in the selling technique helped a lot
- They did an amazing communication with the consumer they had interactions with them along with the perfect delicious snacks which made consumer visit twice and also suggest their friends
- The price range of ₹30 to ₹300 enabled Stall 1 to cater to customers from all economic groups, making it both affordable and appealing.

**Expenses incurred for the Activity:**

Nil

**Attachment: File of Photos (Upload it to google drive)**

[https://drive.google.com/drive/folders/1QiSjdXyx\\_0AqGAENLoCEkt987EMEEWCa](https://drive.google.com/drive/folders/1QiSjdXyx_0AqGAENLoCEkt987EMEEWCa)



**Principal Sir, Dr Ganesh Pawar visiting all the stalls**



**Market Master Team 2025**

Signature of In-charge : \_\_\_\_\_

