# Work Plan

Systematic work plan and methodology can provide great insight to solve research problem and achieve objectives with great accuracy.

1. Finalization of variables to study customer behavior with reference to gender, education, age, marital status and personification.
2. Identify and enlist objectives with respect to research problem statement.
3. Study past and present literature about selected and other promotion schemes for sales.
4. Implementation of research work with appropriate tools.
5. Finalize survey and prepare model which can be used in real world.
6. Getting responses from the customers and performing testing and maintenance on the model.
7. Ensure availability of competent and finalize the model.
8. Present and publish research papers through different national, international conferences and journals.
9. Prepare final thesis and get reviews from experts.
10. Finalize research work, thesis and present it through PPT’s to experts and give it to society for benefits.
Methodology

This research can be carried out in two phases. First phase will include collection records of customer behavior information through literature review. In second phase, research can be conducted in specific field to test the hypothesis.

Stage 1: To undertake detailed search about customer behavior, major players in the market, market segmentation, and purchase patterns can be collected from magazines, journals of marketing, business reviews and websites. The universe of the study consists of the customers visiting websites.

The customers under study will be different in their gender, age, marital status, educational qualification, occupation and average monthly family income.

Age Groups - The age groups can be 20-30, 30-40, 40-50, and 50 above to keep maximum coverage by grouping in tabulation.

Education - Education choices can be UG, PG and others.

Occupation - For occupation table can contain choice of service, business, house wife and student.

Income - Income can be shown with the choices of 1-2, 2-3, 3-4 and 4 lakhs above.

Population - India being more population and with middle class, resident are expected to be ideal respondents for a study of the type proposed to be undertaken. Due to limitation of time and other resources, concentration of study is on a single product in India. Instead of macro level studies, specific area based studies are expected to give more meaningful and significant information hence specific product and brand can be focused.

Stage 2: A descriptive research to carry out at the second survey the following methodology can be applied:

- Enabling real time decision management and checking for next best offer/action with Artificial Intelligence.
• Using Artificial Intelligence to sharpen up-selling and cross-selling in marketing.
• Improving understanding of voice of customer with cognitive computing and sentiment analysis.
• Empowering customer service and support.
• Transforming web analytics into digital intelligence.
• Optimizing marketing with analytics and Artificial Intelligence.

To give scientific outlook to the study and to reach specific conclusions, the statistical tools like Chi-square analysis i.e. a statistical test commonly used for testing independence, goodness and Multinomial Logit Model i.e. classification method that generalizes logistic regression to multiclass problems can be used. For simple comparisons and presentation various tabulation, charts, graphs can be used.

In above stage 1 and stage 2 classifications of data are to be handled using following main factors:

User input factors – e.g. intention, enjoyment
Demographic Characteristics – e.g. gender, age
Individual factors – e.g. consumer knowledge, resource
Price factors – e.g. Cost, bank associated
Perceived risk factors – e.g. financial, performance
Service product characteristics – e.g. service specification
Above factors are to be forwarded for problem recognition, information search, decision for sale/purchase, for post purchase evaluation and to finalize promotion schemes.

**Data Collection:** Tools like questionnaire, online shopping retailers, promotion schemes, published journals, papers can be used for collection of data.

**Data Analysis:** ANOVA Analysis, chi-square analysis, factor analysis tools can be used for data analysis, wherein statistical techniques can be used.

**Reliability test:** Required to test questionnaire on whole data for reliability.
With the term of prediction accuracy, artificial intelligence can create and sustain customer relationships. Also future requirement of customer desirable can be searched.