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**“A Customer buying behavior and satisfaction survey on Magic Memories: A New Zealand based company: A Descriptive case study”**  
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**Abstract:**

Magic Memories is a souvenir imaging company. It has its operations in 10 countries including 29 attractions all over New Zealand. Magic Memories works on one statement to get customer satisfaction is, “We make people smile.” This was founded by two New Zealanders namely, Mr. John Wikstrom and Mr. Stuart Norris in the year 1994 in New Zealand. They are working on a mission to give utmost satisfaction to the customers with a vision to become number 1 global attraction partner (Magic Memories, n.d.). However, Magic Memories, Auckland Zoo site is currently facing difficulty in achieving sales target. The firm needs to get fresh sales strategies and approached in order to attract more customers. Souvenir photography is a highly competitive market nowadays. There are many competitors of Magic Memories as well including DEI, Image Insight, and Picsolve. The revenue of this industry was approximately \$160 million in the year 2015 and it continues to growing (Magic Memories's Competitors, Revenue, Number of Employees, Funding and Acquisitions, n.d.). Auckland has a country's total 33.4% population living currently. From that, 63% are kiwis, 14% Asian and 6% Pacific Islanders (Auckland's population, 2019). Hence, Magic Memories, Auckland Zoo is having a diversified customer segment due to globalization and a tourist country. It is truly said that people from different ethnic backgrounds have a different mindset, likes, dislikes and buying behavior towards products. This, it is important to analyze the customer's perspective and their behavioral aspect to format good sales strategies.

My focus area over here is sales of the site. As Auckland Zoo sometimes fails to achieve its sales target, I am conducting this research to find the reasons and solution for the same.

To do the detailed analysis, my research aim over here is, “To develop strategies to enhance sales, customer behavior approach.”

**Background of the study:**

**Theories of Customer Behavior**

There are certain customer behavior theories which support the aim and findings of the project explained as under.

1. **Marshallian Economics:** This theory suggests, the customer wants to buy a product which satisfies the in terms of price and comes in their budget.

**Connection with the project:**

Magic Memories, Auckland Zoo is having various photo options like a whole book, only hard copies and only soft copies. While some of the families want to purchase the whole book, youngsters like to buy only online copies at a cheaper rate.

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2. **Psychoanalytic Theory:** It explains the customer's feelings, desires and wants to have the product.

**Connection with the project:**

Visitors of Auckland Zoo like to take photos because of their first visit, their kids like to take it or it might be their first visit for which they want to keep the memories. Also, its photo backgrounds and souvenir frame which trigger their desire to buy photos.

3. **Theories of Exposure:** According to this theory, people find about the company and product through advertisement, at the site or by word of mouth publicity.

**Connection with the project:**

As per the findings, customers mostly the customers came to know when they reached a site. Some of them got to know through friends and family. Very few came to know through advertisement.

4. **Ethnic Consumption Perspective:** This means, people from different culture and country has different buying behavior.

**Connection with the project:**

From the findings it could be said that Auckland Zoo is getting various ethnicities like; Kiwi, Asian, American, Pacific Islander, African and so on. Asian generally doesn't like to get clicked and buy while Pacific Islanders purchase without thinking much. Kiwis sometimes purchase but the cheaper options and Americans like to buy the book.

5. **Economic Man:** Some of the customers want to bargain while buying photos. They go with various deals according to their budget.

**Connection with the project:**

Magic Memories, Auckland Zoo is getting the customers who are having 2 albums. Which is costly to buy. But if they are offered only photos at a cheaper rate from the other album without the frame, they like to take it rather than spending more.

**Objectives of study:**

The objective of this study is to help Magic Memories, Auckland Zoo to increase sales by focusing on customer behavioral aspects.

Hence the main aim is, "To develop the strategies to enhance the sales, customer behavior approach."

**Rationale of study:**

Magic Memories is a souvenir imaging company. It is working in the 10 different country's attractions including Auckland Zoo with the mission to create memories of the visitors and

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give them the satisfaction. As Auckland is a multicultural country, Auckland Zoo gets various ethnicities as a visitor. Hence, it is important to analyze their buying behavior to increase the sales of Magic Memories, Auckland Zoo. By knowing the buying behavior, some of the strategies will be recommended to generate revenue.

### Literature Review

To fulfill the Aim of this project, some of the consumer buying behavior theories have been analyzed. It is important to examine consumer buying behavior to increase sales by altering the way of selling products according to consumers. Detailed observation of consumer behavior may help to find a gap or loophole in the product. Which can be removed to create an updated product. Moreover, we could analyze the market trends, furcate the sales and decide a proper target market(Bhasin, 2018).

Some of the theories related to the project aim are as under(Bernstein, 2018):

1. **Marshallian Economics:**This theory has been given by the economist, Alfred Marshall. This theory is based on consumer content. If a consumer is satisfied, he/ she would opt to purchase it. According to Mr. Marshall, if the price good is low than the sales is high. Some of the high-income group tends to spend more on the products. To add on, consumers instantly jump to have the substitute option if the original product's price is less.
2. **Psychoanalytic Theory:** This theory was basically invented by the Austrian founder of psychoanalysis, Mr. Sigmund Freud. It says that people get inspired to buy the product if it is attached to their feelings, emotions and they really want to have it.
3. **Theories of Exposure:** According to this theory, people make a purchase decision based on the knowledge and information they get from the various sources like; print media, advertisements, word mouth publicity, and billboards.
4. **Ethnic Consumption Perspective:**This is the theory which gives much weight to the ethnicities. Buyers possess some distinct behavioral approach according to their nationality. They have some cultural values, belief, and mindset, which influence their purchase decision.

### Research Methodology:

This research was conducted with the help of Quantitative Research method. Survey questionnaire of 16 questions based on customer behavior theories has been prepared. The total number of samples are 100 respondents. The reason to take 100 respondents is to cover a maximum number of visitors because Auckland Zoo is getting a minimum of 500 visitors and maximum up to 5000-6000.

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### Data collection and Interpretation:

#### Customer Behavioral Aspects

Exposure	Advertisement	Family & Friends	At the Site	Please specify if other	
	6%	28%	66%	0%	
Kid's liking to get clicked	1	2	3	4	5
	0%	2%	5%	33%	51%
Point of Purchase	Before you visit	When you approach the green screen	When you saw your physical copies	Please specify if other	
	6%	31%	63%	0%	
Preferable options	Premium Book	Online Photo	Only Hard Copies		
	67%	19%	14%		
Most Attractive feature	Different Background	Photo Quality	Souvenir Photobook	Please specify if other	
	59%	36%	5%	0%	
Willingness to take the discount	Not Likely	Less Likely	Likely	Very Likely	
	0%	0%	26%	74%	

In my research, I have found that 66% of the customers agreed that they came to know about magic memories at the site only when they were asked by hosts to take a picture. 28% of them also said that they got to know through friends and family members. While very few like almost 6% got to know through their advertisement. This shows that Magic Memories needs to work on its advertisements. Hence, this finding goes with the theory of exposure.

Around 51% of the respondents agree that they Mostly the visitors like to take photos because their kids like to take it. This finding is quite related to the Psychoanalytic theory.

From the research, I abstract important information that almost 63% of the customers decide to purchase photos at the sales area in Wild Zone Giftshop. Because here they can see their physical copies as well as softcopies and various deals. Also, 74% of respondents like to take the discount and prefer to take options, deals if offered. This behavior is very much related to the theory of an Economic man.

The most preferable option has been found over here is a premium book which is 67%. 19% While doing research, I have also found that generally, youngsters and young couples, total 19% of respondents like to be photoed but they hardly prefer to buy the whole set. They

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prefer to buy online copies only at a cheaper rate. And 14% of customers want to purchase only hard copies respectively. This is related to the Marshallian Economics theory.

### Customer Service

Rating for Host's Approach	Not Satisfied	Average	Satisfied	Highly Satisfied
	3%	23%	43%	31%

### Summary of findings:

Major key findings from the project related to the theories are as under.

- Magic Memories, Auckland Zoo is getting various ethnicities like; Kiwi, Pacific Islander, European, Asian, American, African with the various age groups, gender, and income group.
- Also, customers got to know about Magic Memories through various sources like; Advertisement, Word mouth publicity and at the site. This is having a connection with the theory of Exposure.
- The visitors of Magic Memories have a great impact on their kid's liking, photos on a special day and first visit. Which is very much related to the Psychoanalytic theory.
- The important thing has come into the light is the point of purchase. The highest number of visitors like to purchase the pictures by seeing their physical copies of the photos at the sales area, The Wild zone Gift Shop.
- The most sold option from all the options is a premium photobook. Which is likely to be purchased by most of the visitors. Moreover, youngsters and some of the visitors like to go for digital copies and only hardcopies at a cheaper price. And Amongst the most attractive features, different backgrounds are very admirable one which enables most of the customers to take the buying decision.
- According to research, we can say that respondents likely to take a discount if offered. Also, the customer service is admirable by the customers whether it is a photographer's approach or interaction of the sales team. Only the host's approach needs to be improved.
- Finally, Magic Memories is highly recommended by customers.

### Recommendations

Based on the research outcomes, it is recommended that staff training is required to improve the host's approach so that we can give the best customer service. Moreover, customer's buying decision is based on the kid's liking hence Magic Memories should give some birthday discounts on a special event like a kid's birthday party. To add on, the advertisement campaign is not so strong which needs to be improved by doing advertisements on radio and television. To add a more attractive feature, Magic Memories

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should start taking photos with the real animals. Furthermore, Magic memories should start adding a background of KIWI bird which is the national bird of New Zealand. As background if found to be the most attractive feature to attract customers.

### Conclusion:

Research on customer behavior of Magic Memories, Auckland Zoo has brought various important aspects in light.

In conclusion, this research study aims to support Magic Memories to develop new sales strategies in order to generate revenue with the help of Customer behavior approach. the research has been conducted on 100 random visitors of Auckland Zoo. The data collection process has been done through a survey questionnaire. Physical copies of the questionnaire have been given to the respondents at the exit of Zoo. From the data collection, it can be concluded that Magic Memories is getting a variety of customers from different age group, ethnic backgrounds, culture, and income group. At the site promotion and word, mouth publicity seems to be remarkable for Magic Memories to get the customers.

Majority of the customers are relying on their kid's likings to click pictures and buy it as Auckland Zoo is kids friendly and family friendly zone. Also, the most attractive feature has been found over here is photo background which pushes customers to purchase the photos. To add on, customers seem to be satisfied with the customer service of the Magic Memories. Lastly, Magic memories need to increase the advertisement to attract more customers. Customer service is good but to improve the host's approach Magic Memories needs to take some actions. And customers are more likely to prefer the attractive backgrounds of the photos.

All in all, Magic Memories photographs can be recommended to the friends and families according to the respondents.

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