

A STUDY ON CONSUMER BUYING BEHAVIOUR DURING FESTIVE SEASON

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Abstract

As a part of secular India, we celebrate the festivals of all communities and religion and we know certain festival shopping is unavoidable such as Diwali, Dusshera, Christmas and New Year. This paper is an attempt to study the consumer buying behaviour during festive season specifically with reference to Coimbatore. The objective of this paper is to analyze the behaviour of consumers to buy the products in festive season and to suggest strategies which retailers can use accordingly to boost their sales. The study is based upon primary as well as secondary data. A questionnaire has been used to study the consumer buying behaviour during festive season along with it an attempt to analyse SWOT of festive market.

Keywords:

Festival shopping,
consumer behaviour,
SWOT.

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1. Introduction

Be it in India or any other country, festivals are not only a celebration of tradition and customs but also an occasion for people to indulge on themselves and other loved ones. In line with festivals, brands select various marketing activities such as ad campaigns, discount offers and promotions which are adapted to the occasions. These marketing activities are executed with the objective of generating sales, creating brand awareness or building a corporate brand image and are common across various emerging markets. The diversity of India is reflected in its different buying seasons. Most of north and west India buys during Diwali, but many regions have their own festivals. People from Kerala buy during Onam in August. Tamil Nadu shoppers shop during Pongal in January. Baisakhi in April is important in Punjab. Durga Puja in October is the peak season in Bengal. Indian retailers have tried to move shoppers away from the few shopping seasons to shop for Memorial Day sales, Labor Day sales and Thanksgiving sales like retailers in the U.S. India's retailers have been trying to promote *Akshay Tritiya* in April as a mini-Diwali for shopping.

Festive based marketing, promotion and sales are an approach to connect with customers and understand what, why, when, where and how they buy and use the product. Companies need to realize that their customers are not only different from each other, but are also different from themselves at different times. People have different needs during festivals. The rate of success achieved by brands during these special occasions is commendable and hence, further exploring these marketing strategies can prove to be highly significant in the future. The information will be useful to the manufacturers, promotional agencies, retailers and research scholars in understanding and gaining firsthand information on consumer buying behaviour during the festive period.

2. Objective of study

- 1 .To analyse the behaviour of consumer in shopping with reference to festive seasons.
2. To know the satisfaction after purchase during festive season.
3. To suggest strategies to retailers to boost sales during festive season.

3. Review of literature

Singh J, in her research “Impact on retail market during festive season in India” finds the consumer behaviour and preference for shopping specifically during shopping festivals and the impact on retail market. She emphasized on consumer behaviour during festival, consumer preference, reason for attraction of offer and also mentioned about the changing trends to E-commerce etc.

Getz (2010) conducted a study on the festival motivations and actual experience of consumers in cross cultural context. He found that the cross cultural differences of festivals help consumers to develop new ideas on purchasing.

Peter and Anandkumar (2011) studied on the course competitive advantages of Dubai as a shopping Tourism Destination and focused on the importance of shopping festival on tourism development and retail success of Dubai. They found that the shopping festival provide Dubai a competitive advantage in positioning as a shopping tourism destination.

Sonwalkar J, et al (2013) in his paper “Factors affecting in store sales in the festival season: case study of selected stores in Indore” tests a series of hypothesis regarding the impact of the different features of the stores such as ambiance, store layout, ease of finding product, variety choice, salesmen knowledge, salesmen behaviour, diwali promotion, price, convenience entrance exit, delivery carryout Parking are responsible for purchase.

Michael R.Solomon, & Nancy J.Rabolt (2004) identified that, consumer behaviour is a study of the processes involved by individuals or groups, when they select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. According to Frank R.Kardes (2002), it is the study of human or consumer responds to products, services and the marketing of products and services. The concept of consumer behaviour is that mainly people buy products not for what they do but for what they stand for.

According to Park J.H and Lennon, S.J (2004), there is a positive relationship between impulse buying and television exposure. Kassarjian (1971) states that consumer behaviour researchers

must develop their own definitions and design their instruments to measure the personality variables that go into the purchase decision. The study developed apparel buying behaviour model on the basis of five dimensions, i.e. consumer characteristics, reference groups, store attributes, promotion and product attributes. All these dimensions are created based on the various research studies.

From the above literature review it has been found that attempts have been made on enlightening the community about the buying behaviour of people during festive season but not much happened with Coimbatore region in this regard which triggered the study.

4. Research methodology

4.1 Sources of data:

The study is based on both primary & secondary data. The primary data was collected by using a questionnaire and the secondary data has been collected from various available resources (online and offline) such as books, reports, newspaper, journals & magazines.

4.2 Samples selected for the study

By using the convenience sampling method a sample of 90 respondents which include people from different socio economic background from Coimbatore city were selected for the study.

4.3 Tools for analysis

Simple percentage has been used for the purpose of analysis of the primary data. The data collected were analyzed and interpreted with the help of tables & figures. An additional attempt is done to analyse the SWOT of the festive market which will be helping to find the prospects of the market.

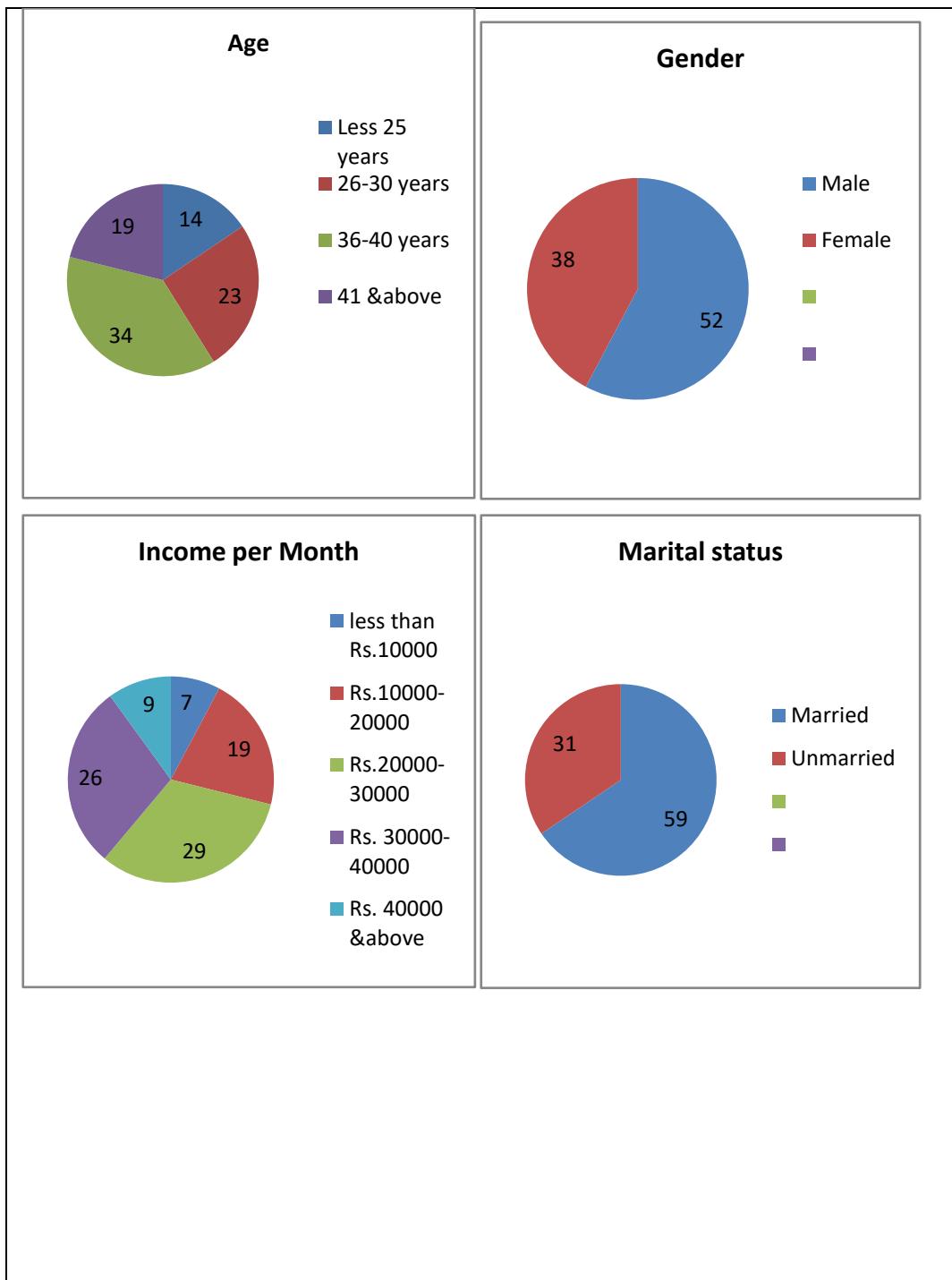
5. Limitations of the study

- Only the city of Coimbatore was surveyed, hence the results will not represent the overall picture of the market.
- The sample size was also limited to 90.
- Limitations applicable with survey methods are also an issue.

6. Analysis and interpretation

The sample used for this study consisted of 52 male and 38 female respondents from varying socioeconomic status.

Table 6.1: Demographic profile of respondents:



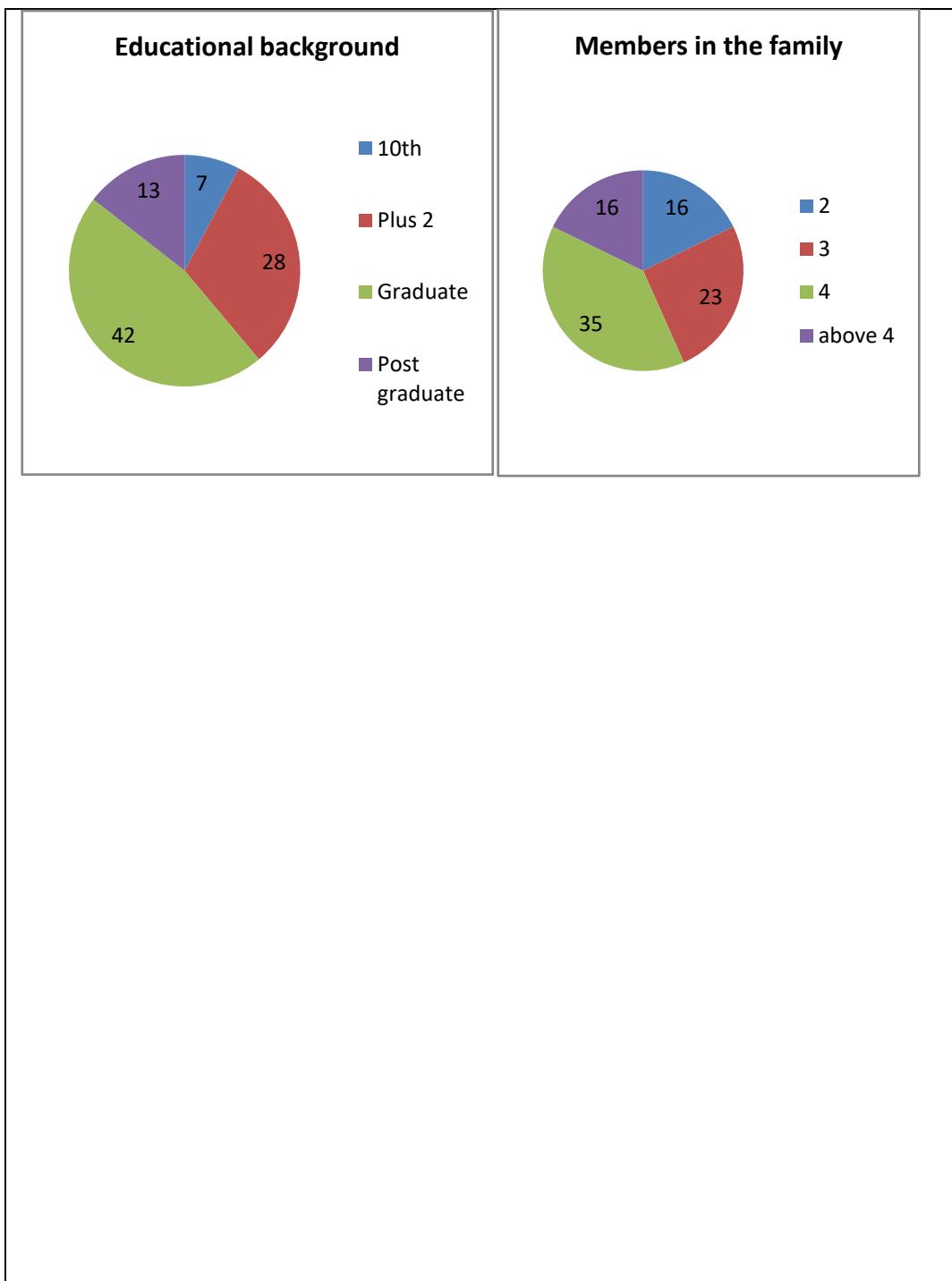


Table 6.2: The habit of more spending during festive season than the normal days:

SL No	Opinion	respondents	Percentage
1	Yes	43	47
2	Sometimes	34	39
3	No	13	14
Total		90	100

The table reveals that 47% of the respondent is spending more in festive season than the normal days whereas 39% sometimes spent more. Only 14% respondents were saying that they are not spending any more amounts due to festivals. This can be seen clearly that festivals have a huge impact on the spending of customers.

Table 6.3: The festivals which the respondents spend more:

SLNo	Opinion	Responses
1	Diwali	65
2	Pongal	73
3	Ayudha pooja	8
4	Onam	24
5	New year	7
6	X mas	12
7	Eid	16
8	Others	00

The above table shows that 73 responses were about spending more during Pongal, followed by Diwali by 65, Onam by 24, Eid by 16, X- mas by 12 Ttherefore it is inferred that the spending is more happening in Pongal since it is a harvest festival in Tamilnadu.

Table 6.4: Prior planning of budget during festive season:

SLNo	Opinion	Respondents	Percentage
1	Yes	25	27
2	Sometimes	19	21
3	No	46	52
Total		90	100

The table reveals that 27% of the respondents plan their budget for shopping during festive season whereas 21% of the respondents sometimes plan their budget but 52% of respondents are not having any prior planning of budget before purchase.

Table 6.5: Most preferred product purchased during festive season:

SLNo	Opinion	Respondents	Percentage
1	Cloths	69	77
2	Electronics	11	12
3	Jewellery	5	5
4	Automobiles	2	2.5
5	Decorative items	2	2.5
6	Gifts	1	1
7	Others		
Total		90	100

It is clear from the above table that during festive season, the most preferred product of the respondents to buy is clothes, 77%, followed by Electronics 12%.

Table 6.6: Ways of shopping during festive season:

SL No	Option	Respondents	Percentage
1	Visiting shop	58	64
2	Online	2	2
3	Both	30	34
Total		90	100

Above table indicates that 64% of the respondents are visiting shop personally to buy the festive products whereas 34% of respondents choose both online and offline for festive shopping. It can be seen that, even in the era of online marketing still consumer prefer to buy the products directly from shop during the festive season.

Table 6.7: Principal reasons for buying during festive seasons

SL No	Options	Respondents	Percentage
1	Better value for money	34	37
2	To follow rituals	18	20
3	Happiness and pleasure	10	11
4	New Stocks Arrival	23	25
5	Varieties in products	5	7
Total		90	100

The table shows that 37% of the respondents shops because they feel that it is better value for money, followed by 25% new stocks arrival, 20% to follow rituals 11% for Happiness and pleasure and 7% varieties in products.

Table 6.8: Satisfaction level of the consumer after festive purchase:

SL No	Opinion	Respondents	Percentage
1	Yes	65	72
2	Sometimes	19	21
3	No	6	7
Total		90	100

The table reveals that 72% of the respondents were satisfied after their festive season purchase followed by 21% having an opinion of sometimes they feel satisfied, and very few feels (7%) that the quality of products purchased during festivals are not good.

7. Major findings and recommendations

The study reveals that majority of the respondent is spending more in festive season than the normal days whereas only very few respondents were saying that they are not spending any more amounts due to festivals. Hence it is clear that festivals have a huge impact on the spending of customers.

In Tamil Nadu, Pongal and Diwali are the most celebrated festivals and hence people will purchase and spend more during these festivals. Having a diverse culture, and various festivals, retailers can tap it by using various marketing strategies to boost their sales especially during festivals.

More than half of the respondents say that they will not plan any specific budget prior to shop. Hence retailers can stock variety items so that it will lead to more impulse purchases and thus increased sales.

The most preferred product to buy during festive season is clothes, followed by electronics. So retailers who are dealing these items can focus more on festive sales.

Majority of the respondents are visiting shop for buying of festive products .Even in the era of online marketing ,consumer prefer to buy the products directly from shop during the festive season.

37% of the respondents shops purely because they feel that it is better value for money, followed by 25% new stocks arrival, 20% to follow rituals 11% for Happiness and pleasure and 7% varieties in products.

All most all the people feel that the quality of the products they shop during festive season are good and they are getting happiness and pleasure by using the items.

Festive market / SWOT

<p>Strength:</p> <ul style="list-style-type: none"> ○ Diverse culture of India celebrates different festivals which brings lots of excitement in consumers to buy various types of product. ○ In order to follow different social rituals, during festivals the demands for various items are increasing. ○ More attractive products with various offers are available in the market during festivals which attract people more to shop 	<p>Weaknesses:</p> <ul style="list-style-type: none"> ○ Since the demand is increasing, the retailers are not in a position to match the demand for certain items which lead to shortage. ○ People have a tendency to shop on the prior day or a day before the actual festival; therefore It may lead to overcrowding of popular markets and shops, which is difficult to cater by retailers. ○ The demand in festive season is of short-term nature and once it is over there will be a big short fall in sales for retailers.
<p>Opportunities</p> <ul style="list-style-type: none"> ○ Because of offers and freebees consumers are willing to buy more than what is required which will result into more impulse purchases. 	<p>Threats:</p> <ul style="list-style-type: none"> ○ As in today's world, where fashion, trends, tastes and preferences are keeps on changing, it is a challenge for the marketer to satisfy the requirements of the consumer fast.

8. Conclusion

The study tries to understand the consumer behaviour during festive season which resulted in understanding the basic matters which influence customers while buying during festivals. Major item purchased during the season is apparels and there are lot of impulse purchases happening during festivals. To tap this opportunities, designers, manufacturers, and sellers of textiles and apparel products should be up to date with target consumer behaviour so that they can utilise the opportunity well.

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