

A STUDY ON CONSUMER PERCEPTION AND BUYING BEHAVIOUR TOWARDS FESTIVE SALE IN INDIA WITH SPECIAL REFERENCE TO CHENNAI CITY

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ABSTRACT

Timing plays a very important role in marketing of various products. The festive sales in India are a major contributor to both online & offline sales. During these days sellers focus more on advertising about their goods and provide discounts & other various offers to boost their sales. The biggest festive sale in India is held from October to January every year because the majority of festivals fall on those months. Major festivals such as Diwali, Pongal, Christmas, Holi etc. are some of the most commonly celebrated festivals in India. People tend to buy more on those days because various attractive offers are provided by the sellers. Many online stores use unique names for such shopping events. To name a few – Big Billion days in Flipkart, Great Indian shopping festival by Amazon, Pink day sale by Nykaa. Even offline stores uses terms such as Aadi offer, Buy one get one, Flash sales, unlimited offer etc. Sellers' uses these festive sales because more purchases can be done on the same day with less expended for any transaction. Festive sales in India contribute tremendously to the growth of sales which in turns leads to economic growth, this study focuses on finding how the customer's buying pattern varies from normal days to festive days.

Keywords: Festive season, Offers, Online & Offline market, Sales.

Introduction

Celebrations and happiness are often associated with festivals. Due to changes in work conditions, some consumers cannot go shopping frequently, so they prefer to shop during festive occasions. Festive days attract consumers with discounts and offers, resulting in increased sales both online and offline. Festival Sales have become a popular trend in boosting online and offline sales, with many sellers offering discounts, cashbacks, and buy- one-get-one deals. Festivals such as Pongal, Aadi Perukku, Onam, Ramzan, Bakrid, Diwali, Christmas, Independence Day, Gandhi Jayanthi, and Republic Day are major shopping events in Tamilnadu, with both online and offline stores providing attractive offers and creating special names for these shopping events, such as Flipkart Diwali Sale, Budget Dhamaka, Flipkart Fashion Days, Flipkart Super Saver Days, Amazon's Great Freedom Festival, and Meesho's The Maha Indian Festivals offer. This study aims to examine consumer buying behavior during festival season in India.

Review of literature

According to Frank Kardes (2002), he found that humans or consumers respond to products, services and the marketing of products and services. The concept of consumer behavior is that mainly people buy products not for what they do but for what they stand for.

Solomon, & Rabolt (2004) identified that consumer behavior 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 Park and Lennon (2004), there is a positive relationship between impulse buying and television exposure. Peter and Anand (2011) found that the shopping festival provides Dubai a competitive advantage in positioning as a shopping tourism destination.

Sonwalkar, 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 behavior, Diwali promotion, price, convenience entrance exit, delivery carryout Parking are responsible for purchase.

Shailashri (2018), festival sales provide great benefits to marketers. Marketers should take a comprehensive

approach when preparing their marketing campaigns to promote their products during festival sales on various ecommerce websites. Flipkart and Amazon are the best options for marketers to earn profits.

Dr. S. Mahendran (2019) discovered that marketers need to take an integrated approach in creating marketing campaigns for their products during festival sales on different ecommerce sites. Venkatesh (2019) found that the festival season has a dominant impact in the Indian market due to the emotional significance of different festivals. He also noted that customer buying behavior varies from one festival to another.

Malathi (2021) stated that during festival sales campaigns, marketers should focus on women as they tend to be impulsive in their purchasing behavior and do not wait for festive sales. Behera (2022) reported that gender plays a significant role in purchase decisions during festival offers, and if the offers are particularly attractive, consumers may exceed their budgets.

Scope of the Study

The focus of this research is to analyze the purchasing patterns of consumers in Chennai city. While there have been some studies on consumer buying behavior, there has been no research done specifically on Chennai city consumers. The findings of this study can benefit both online and offline retailers by providing insights on how to target sales, especially during festive periods.

Objectives of the Study

1. To study consumers buying behavior in India during the Festive season
2. To find the various factors that contribute highly towards festival day spending among Indian consumers

Research Methodology

One can also define research as “a scientific search for pertinent information on a specific topic”. Research methodology is a way to systematically solve the research problem. It refers to the method the researchers use in conducting research.

Sources of Data

1. Primary data
2. Secondary data

Primary Data

Primary data consist of original information collected for specific purposes. The primary data for this research was collected through a direct survey with respondents guided by structured questionnaires. The questions were structured and direct so as to make respondents understand easily.

Secondary Data

Secondary data consist of information that already exists somewhere and have been collected for the specific purpose of the study. The secondary data for this study was collected from various books, websites and from various articles.

Questionnaire

A questionnaire is a data collection format that consists of a number of questions printed or typed in a definite order. In this case the questionnaire was designed in a clear form to get the information regarding consumer buying behavior towards festive sale.

Data Analysis

Demographic variable	Particulars	No of Respondents	Percentage (%)
Age	0-18	5	16.7
	19-25	6	20
	26-35	9	30
	36-45	7	23.3

	Above 60	3	10
Gender	Male	18	60
	Female	12	40
Occupation	Student	8	26.7
	Government employee	2	6.7
	Private employee	8	26.7
	Business	11	36.7
	Household work	1	3.3
Marital status	Married	21	70
	Unmarried	9	30
Monthly Income	Up to 30000	13	43.3
	30000-45000	5	16.7
	45000-60000	4	13.3
	Above 60000	8	26.7

Table 1 Demographic Profile of the respondents

According to Table 1, 60% or respondents are male. Most of the respondents range from 26 to 35 years of age. The majority of those who filled out the survey are married. Most of the respondents are engaged in business, and majority of respondents' income was up to Rs 30000

Influencing factor for buying in Festive sale

30 responses

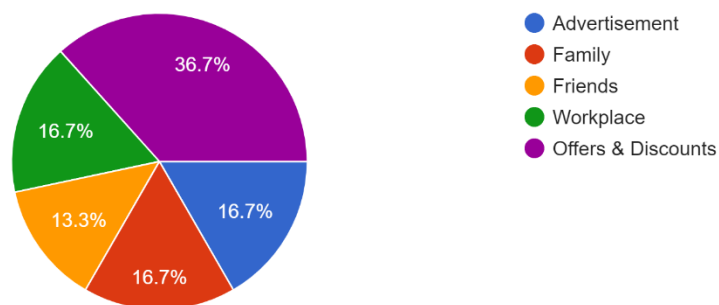


Figure 1: Factors Influencing the buying behaviour

According to Table 2, it is clear that the majority of respondents are buying during festive sales because of the offers & discounts and it is also clear that there is a uniform scatter between advertisement, family and workplace as the influencing factor.

What do you plan to buy in Festival day sale?

30 responses

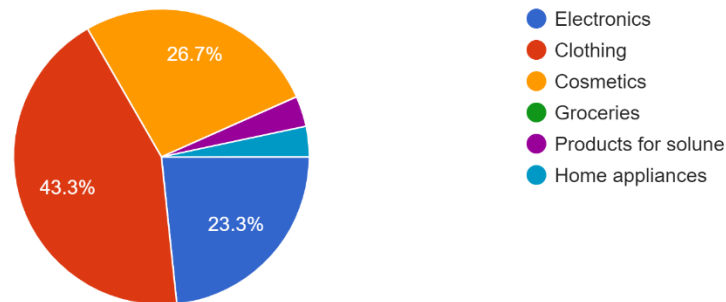


Figure 2: Frequency of Plans for Festival Sales

As per the above diagram it's clear that the majority of respondents prefer to buy clothing on festive days & they also prefer to buy cosmetics and electronics.

what Festival would you prefer to purchase ?

30 responses

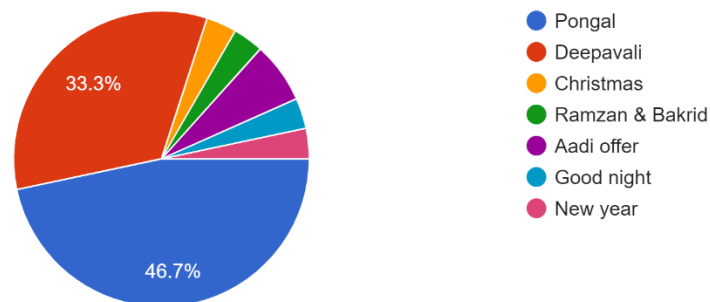


Figure 3: Frequency of Preference to Purchase

As per the above diagram majority of respondents prefer Pongal festival to buy their needs, and others prefer to buy on Deepavali and other festivals.

Chi-Square test

$$= \sum \frac{(O_i - E_i)^2}{E_i}$$

- O = Observed data
- E = Expected data
- Df = Degree of freedom
- Df=(r-1) (c-1)
- R = Row
- C = Column

Null Hypothesis

There is no significant relationship between age and income of people.

Alternate Hypothesis

There is a significant relationship between age and income of people.

Interpretation

The table of Chi square at Degree of freedom @ 5% level of significance is 21.03. Since the calculated value is greater than the table value. Therefore it is found that there is a significant relationship between age and income of people. Therefore the Null hypothesis is rejected and the Alternate hypothesis is accepted.

Findings of the Study

- Maximum of respondents are male.
- Most of the respondents are from the age group of 26-35.
- Most of the respondents are doing business.
- Most of the respondents are aware of festive day sales.
- Most of the respondents have the opinion that the festive sales benefited them.
- Most of the respondents spend less than Rs2000 per month during festive day sale.
- Majority of respondents prefer to buy on Diwali & Pongal.
- Most of the respondents prefer purchasing clothing.
- Maximum of the respondents earn up to Rs30000 per month
- Most of the respondents purchase during festive sales because of offers & discounts
- In India it is believed that mostly women are focusing more on purchase during festive sales. But in this research we have found that male focus more & have a keen interest in purchasing during festive sales.

Suggestions

1. Marketers have to take a comprehensive approach in preparing marketing campaigns for their products to be promoted during festive sales.
2. No separate marketing strategy is required to target gender.
3. Festival sales campaigns & products can be targeted more on women as they are very impulsive in their buying behavior and do not wait for festive sales.

Conclusion

A festival season plays a pivotal role in Indian culture. There are lots of emotions and beliefs attached to different festivals in India, their purchasing behavior mostly determined on the basis of the festivals. In the north region people mostly purchase during Diwali, but in the south people focus on their purchase during the Pongal festival. As the sale is very aggressive during festival seasons, marketers should focus not only to sell their products but also to concentrate on quality in service during festive sales.

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