

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

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CONSUMERS' PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL AND ITS RELATION WITH BUYING BEHAVIOUR

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ABSTRACT

The investigator intended to identify the relationship between Perception on Grand Kerala Shopping Festival of Consumers and their Buying Behaviour during Grand Kerala Shopping Festival season 7. The other objectives of the study were to find the significant difference in Buying Behaviour of consumers at different levels of income and different age groups. Descriptive survey among consumers at Palakkad district was conducted by using Questionnaire on Consumer perception and Buying Behaviour Questionnaire. Correlational analysis, t test and one way ANOVA were used to analyze the data using SPSS 13.0. The result of the study reveals that there is low positive correlation between Perception on Grand Kerala Shopping Festival of Consumers and their Buying Behaviour during Grand Kerala Shopping Festival season 7. But there is a significant difference in the Buying Behaviour of Consumers at different levels of income and age group. The study would help the consumers to evaluate their perception on Grand Kerala Shopping Festival and to develop a better Buying Behaviour in the forthcoming year.

KEYWORDS

Grand Kerala Shopping Festival, Consumers' Perception, Buying Behaviour, Gender, Level of income, Age group, Locality.

INTRODUCTION

Grand Kerala Shopping Festival is a Shopping festival initiated by Government of Kerala and sponsored by Federal Bank started in the year 2007. It is conducted in the period of December to February every year. The main aim of Grand Kerala Shopping Festival is to develop the state as a hub for international shopping experience and helping the traditional marketing centres to develop their infrastructural facilities. The Grand Kerala Shopping Festival provides several offers for the traders and the discounts, offers and prizes for customers. Government of Kerala initiated this type of festival for the objectives like developing International trade, development in trade and commerce sector. The other objectives are to propagate traditional products and cultural heritage of the state and helping for brand building opportunities and promote tourism.

Grand Kerala Shopping Festival season 7 is conducted in the year of 2014 with several prizes and mega prizes. The Mega prizes were Rupees 1 Crore for one person, Rupees 10 Lakhs for 15 persons, Rupees 5 Lakhs for 20 persons and Rupees 1 Lakh for 5 persons. Besides these there are weekly prizes of gold coins in each district separately.

Traders are benefited with prizes for selling lucky coupons. The seller of first prize winning coupon will get Rupees 1 lakh and the sellers of second, third and fourth prize winning coupons will get Rupees 25000, 10000 and 5000 respectively. State Government signed a Memorandum of Understanding with 'Vyapari Vyavasayi Ekopana Samiti', the association of traders in Kerala and the Traders are provided with the opportunity of free registration for Grand Kerala Shopping Festival.

REVIEW OF RELATED LITERATURE

The investigator has tried to review studies on the shopping festival and found no reviews on Grand Kerala Shopping Festival specifically.

Timothy and Butler (1995) wrote that Shopping has been acknowledged to be a common tourist activity and a motivation for travel, especially in the case of cross-border trips.

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.

STATEMENT OF THE PROBLEM

CONSUMERS' PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL AND ITS RELATION WITH BUYING BEHAVIOUR DURING GRAND KERALA SHOPPING FESTIVAL SEASON 7.

NEED AND SIGNIFICANCE OF THE STUDY

The number of traders registered for the Grand Kerala Shopping Festival is increasing year by year. This evidenced the positive attitude of the traders on the festival. Now the investigator wants to know the level of consumer perception on Grand Kerala Shopping Festival. The study may throw light towards the consumer's attitude and awareness on the Shopping festivals.

The main objective of Grand Kerala Shopping Festival is to increase shopping during the season among the Keralites and attract tourists for shop from Kerala. Thus the investigator wanted to study the buying behaviour of the consumers during Grand Kerala Shopping Festival season 7.

OBJECTIVES OF THE STUDY

1. To study the relationship between the Perception of Consumers on Grand Kerala Shopping Festival and their Buying Behaviour during the Grand Kerala Shopping Festival season 7.
2. To find is there any significant differences in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their:
 - a. Gender,
 - b. Locality,
 - c. Income level and
 - d. Age.
3. To find is there any significant differences in the their buying behaviour during the Grand Kerala Shopping Festival season 7 on the basis of their:
 - a. Gender,
 - b. Locality,
 - c. Income level and
 - d. Age.

4. To find is there any significant relationship between the perception on Grand Kerala Shopping Festival and their buying behaviour during the Grand Kerala Shopping Festival season 7.

HYPOTHESES OF THE STUDY

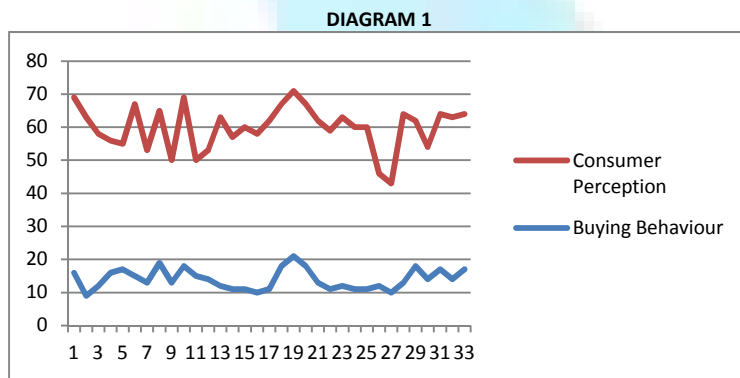
1. There is no significant relationship between the Consumers’ Perception on Grand Kerala Shopping Festival and their buying behaviour during the Grand Kerala Shopping Festival season 7.
2. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their gender.
3. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their locality.
4. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their income level.
5. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their age.
6. There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their gender.
7. There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their locality.
8. There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their income level.
9. There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their age.

METHODOLOGY

The methodology used for the study was Survey method. The investigator prepared a Questionnaire for Consumers’ perception on Grand Kerala Shopping Festival and Questionnaire on Buying behaviour of the consumers during the Grand Kerala Shopping Festival season 7. The dimensions used for Questionnaire on Consumers’ perception on Grand Kerala Shopping Festival are Gifts offered by the festival, Objectives of the festival, Awareness on the Festival. The dimensions of the Questionnaire on Buying behaviour of the consumers during the Grand Kerala Shopping Festival season 7 were Types of consumers, purchasing behaviour, Items purchased and efforts taken for getting informed. The tools were administered among thirty three consumers of Palakkad district, Kerala and the statistical techniques used were Percentage analysis, Correlation analysis, T Test and One way ANOVA.

RESULT AND DISCUSSION

The investigator used Correlation analysis for testing whether there any significant relationship between Consumers’ perception on Grant Kerala Shopping Festival and their Buying Behaviour during the Grant Kerala Shopping Festival season 7. The correlation value aroused was 0.017 and it evidenced that there is no significant relationship between the two variables. Thus the Hypothesis 1 There is no significant relationship between the Consumers’ perception on Grand Kerala Shopping Festival and their buying behaviour during the Grand Kerala Shopping Festival season 7 was accepted. The graphical representations of the values of the Consumers’ perception on Grant Kerala Shopping Festival and their Buying Behaviour during the Grant Kerala Shopping Festival season 7 are represented in the diagram 1.



Source – Primary data

The investigator used t test for testing whether there any significant difference in the Buying Behaviour between the consumers on the basis of gender. The result of the test is shown in Table 1.

TABLE 1: T TEST (TEST FOR SIGNIFICANT DIFFERENCES IN BUYING BEHAVIOUR AMONG THE CONSUMERS ON THE BASIS OF GENDER)

	GENDER	N	MEAN	T	Sig
BUYING BEHAVIOUR	M	10	13.3	1.107	0.301
	F	23	14.3		

Source – Primary data

From Table 1 it is clear that the T value aroused is not significant at 0.05 level. Thus the Hypothesis 2, There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their gender is accepted.

The investigator used t test for testing whether there any significant difference in the Buying Behaviour between the consumers on the basis of locality. The result of the test is shown in Table 2.

TABLE 2: T TEST (TEST FOR SIGNIFICANT DIFFERENCES IN BUYING BEHAVIOUR AMONG THE CONSUMERS ON THE BASIS OF LOCALITY)

	LOCALITY	N	MEAN	T	Sig
BUYING BEHAVIOUR	URBAN	13	13.92	0.442	0.511
	RURAL	20	14.05		

Source – Primary data

From Table 2 it is clear that the T value aroused is not significant at 0.05 level. Thus the Hypothesis 3, there is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their locality, is accepted.

The investigator has used ANOVA test for studying whether there any significant differences in the consumer’s Buying Behaviour during Grant Kerala Shopping Festival season 7 on the basis of their Income level. The result of the analysis is included in the Table3.

TABLE 3: ONE WAY ANOVA (TEST OF SIGNIFICANT DIFFERENCE OF BUYING BEHAVIOUR OF CONSUMERS ON THE BASIS OF THE INCOME LEVEL)

INCOME LEVEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Between Groups	58.155	2	29.077	3.52*	0.042
Within Groups	247.845	30	8.262		
Total	306.00	32			

Source – Primary data

* - Significant at 0.05 level

Table 3 evidenced that the F value is significant at 0.05 level. Thus the investigator went for Post Hoc test. The result of Post Hoc is as shown in the Table 4.

TABLE 4: MULTIPLE COMPARISONS (DEPENDENT VARIABLE: BUYING BEHAVIOUR) Tukey HSD

ANNUAL INCOME	ANNUAL INCOME	MEAN DIFFERENCE	STD. ERROR	SIG.
Below 50000	50000-100000	-4.458*	1.808	0.05
	Above 100000	-1.696	1.052	0.256
50000-100000	Below 50000	4.458*	1.808	0.05
	Above 100000	2.762	1.829	0.30
Above 100000	Below 50000	1.696	1.052	0.256
	50000-100000	-2.762	1.829	0.30

Source – Primary data

* - Significant at 0.05 level

Post Hoc test showed that there is a significant difference between the two income levels, below 5000 and 5000-10000, in their Buying Behaviour during Grand Kerala Shopping Festival season 7. There are no significant differences between the others. So Hypothesis 4 ie. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their income level is not to be accepted. The mean value of Buying Behaviour of Consumers having an annual income below 50000 is more than that of the consumers having an annual income between 50000 and 10000. The investigator has done ANOVA test for studying whether there any significant differences in the consumer's Buying Behaviour during Grant Kerala Shopping Festival season 7 on the basis of their age. The details of the test are included in table 5.

TABLE 5: ONE WAY ANOVA (TEST OF SIGNIFICANT DIFFERENCE OF BUYING BEHAVIOUR OF CONSUMERS ON THE BASIS OF THE AGE)

AGE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Between Groups	104.857	2	52.429	7.820*	0.002
Within Groups	201.143	30	6.705		
Total	306.00	32			

Source – Primary data

* - Significant at 0.05 level

Table 3 evidenced that the F value is significant at 0.05 level. Thus the investigator went for Post Hoc test and the result of the Post Hoc is furnished in the Table 6.

TABLE 6: MULTIPLE COMPARISONS (DEPENDENT VARIABLE: BUYING BEHAVIOUR) Tukey HSD

AGE WISE	AGE WISE	MEAN DIFFERENCE	STD. ERROR	SIG.
Below 20	20-40	-4.571*	1.199	0.002
	40-60	-2.333	1.495	0.278
20-40	Below 20	4.571*	1.199	0.002
	40-60	2.238	1.199	0.166
40-60	Below 20	2.333	1.495	0.278
	20-40	-2.238	1.199	0.166

Source – Primary data

* - Significant at 0.05 level

Post Hoc test showed that there is a significant difference between the two age groups, below 20 and 20- 40, in their Buying Behaviour during Grand Kerala Shopping Festival season 7. There are no significant differences between the others. Thus the Hypothesis 5 ie. There is no significant difference in the Buying behaviour of the consumers during Grand Kerala Shopping Festival season 7 on the basis of their age is not to be accepted. The mean value of the Buying Behaviour of Consumers below 20 years is more than that of the consumers in the age group 20 to 40.

The investigator used T test for testing whether there any significant difference in the Perception on Grand Kerala Shopping Festival between the consumers on the basis of gender. The result of the test is shown in Table 7.

TABLE 7: T TEST (TEST FOR SIGNIFICANT DIFFERENCES IN PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL AMONG THE CONSUMERS ON THE BASIS OF GENDER)

	GENDER	N	MEAN	T	Sig
CONSUMER	M	10	45.00	12.730*	0.001
PERCEPTION	F	23	46.30		

Source – Primary data

* - Significant at 0.05 level

Table 7 evidenced that the T value is significant at 0.05 level thus the Hypothesis 6, There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their gender is not to be accepted. Mean of the Female consumers are higher than that of Male consumers and thus there is a female consumers are perceived more on Grand Kerala Shopping Festival than their counterparts.

The investigator used another t test for testing whether there any significant difference in the Perception on Grand Kerala Shopping Festival among the consumers on the basis of locality. The result of the test is shown in Table 8.

TABLE 8: T TEST (TEST FOR SIGNIFICANT DIFFERENCES IN PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL AMONG THE CONSUMERS ON THE BASIS OF LOCALITY)

	LOCALITY	N	MEAN	T	Sig
CONSUMER	URBAN	13	47.46	0.222	0.641
PERCEPTION	RURAL	20	44.90		

Source – Primary data

From Table 8 it is clear that the T value aroused is not significant at 0.05 level. Thus the Hypothesis 7, there is no significant difference in the Perception on Grand Kerala Shopping Festival of the consumers on the basis of their locality, is accepted.

The investigator has use ANOVA test for studying whether there any significant differences in the consumer's Perception on Grant Kerala Shopping Festival on the basis of their Income level. The details of the test are given in Table 9.

TABLE 9: ONE WAY ANOVA (TEST OF SIGNIFICANT DIFFERENCE IN PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL OF CONSUMERS ON THE BASIS OF THE AGE)

INCOME LEVEL	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Between Groups	11.623	2	5.812	0.160	0.853
Within Groups	1091.104	30	36.370		
Total	1102.727	32			

Source – Primary data

The F value aroused was not significant at 0.05 level and thus the Hypothesis 8, There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their income level is accepted.

The investigator has done ANOVA test for studying whether there any significant differences in the consumer's Perception on Grant Kerala Shopping Festival on the basis of their age. The details of the test are included in table 10.

TABLE 10: ONE WAY ANOVA (TEST OF SIGNIFICANT DIFFERENCE IN PERCEPTION ON GRAND KERALA SHOPPING FESTIVAL OF CONSUMERS ON THE BASIS OF THE AGE)

AGE	SUM OF SQUARES	DF	MEAN SQUARE	F	SIG
Between Groups	169.323	2	84.662	2.721	0.082
Within Groups	933.405	30	31.113		
Total	1102.727	32			

Source – Primary data

Table 10 evidenced that the F value is not significant at 0.05 level. Thus the Hypothesis There is no significant difference in the perception on Grand Kerala Shopping Festival among the consumers on the basis of their age is accepted.

FINDINGS

The result of the study reveals that there is no significant relationship between the Consumers' Perception on Grand Kerala Shopping Festival and the Buying Behaviour of Consumers during Grand Kerala Shopping Festival Season 7. The statistical analysis evidenced that there is no significant differences on the Buying Behaviour of Consumers during Grand Kerala Shopping Festival Season 7 on the basis of their Locality and Gender but there were significant differences between different age groups and income level on the Buying Behaviour of Consumers during Grand Kerala Shopping Festival Season 7. The investigator found that the Perception on Grand Kerala Shopping Festival of Male consumers is significantly different from that of Female consumers. The female consumers have much more perception than male consumers. But there is not evidenced any significant differences on the Perception of Consumers on the basis of their Income level and Age.

SUGGESTION

Like Dubai, Kerala will be a place of attraction as Shopping Tourism destination when the organisers provide more incentives to international buyers. The consumers in Kerala have awareness on the festival but they are not being motivated for deciding their buying behaviour in this light. It evidenced that the prizes are not much attractive to them. Thus there should be a drastic change in the lottery system and gift pattern to attract consumers.

CONCLUSION

In the present study, it was found that most of the consumers have a moderate Buying behaviour. A significant relationship could not be established between the Consumers' Perception on Grand Kerala Shopping Festival and the Buying Behaviour of Consumers during Grand Kerala Shopping Festival Season 7. A very low positive correlation was found between the Consumers' Perception on Grand Kerala Shopping Festival and the Buying Behaviour of Consumers during Grand Kerala Shopping Festival Season 7. So it can be inferred that the Perception on Grand Kerala Shopping Festival of consumers don't have much influence on their Buying Behaviour during Grand Kerala Shopping Festival season 7. The Low income group have difference in the Buying behaviour than the medium income group. The consumers below adulthood are different in Buying Behaviour than the consumers in early adulthood. No much difference in the perception on Grand Kerala shopping festival among consumers on the basis of income level, age and locality, but the female consumers have better perception than male consumers. It may be due to the nature of particular sample selected for the study.

LIMITATION

The survey was conducted at Palakkad district a backward district of Kerala. The samples selected were not to be the representatives of the whole Kerala, so the results aroused cannot be generalised.

SCOPE FOR FURTHER RESEARCH

Only a few studies were conducted in this area and thus there is a scope for further study. This research is only in the Consumer Perception and Buying Behaviour on Grand Kerala Shopping Festival season 7. The further researches can be conducted on the financial aspects of the Festival and its impact on the growth of the Kerala economy.

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