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### RESEARCH ARTICLE

#### AN ANALYTICAL STUDY OF CONSUMER BEHAVIOR ABOUT PROMOTIONAL STRATEGY ADOPTED BY MARKETERS WITH SPECIAL REFERENCE TO ELECTRONICS DURABLE GOODS IN NAGPUR

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#### Abstract

Today, consumer behavior is important concept in the market and there are many factors influence the consumer behavior such as economical, cultural, social, psychological and personal. In the market every company want to understand the need of the consumer and in current market situation companies are making problem solving product of consumer. Electronics durable goods are important part of consumer in their day to day life so it is necessary to research. Marketers can influence consumer behavior through promotional strategy. Promotional strategy includes social Media Promotion, mail order marketing, product sample, point of sale promotion, customer referral incentive program. Many companies are working in this sector and every companies having large investment. Electronic durable goods include refrigerators, air conditioners, computers, televisions, washing machines, cell phones and kitchen appliances etc. The need of this research paper is to know the link between promotional strategy and consumer behavior. So far past study concern many authors study about consumer behavior about different sectors so it is necessary to study consumer behavior about promotional strategy adopted by consumer electronics durable goods companies. In the current market situation consumer is totally aware about product features that means consumer watch promotional strategy of the company. Today our countries literacy level is good and after globalization many foreign companies are making rout in the Indian market that's why consumer getting so much attraction and importance. Companies are designing their product after studying consumers taste and preferences. In the marketer side many competitors are their include Bajaj Electricals Ltd., Blue Star Ltd., Crompton Greaves Consumer Electricals Ltd., Godrej and Boyce Consumer Electricals Ltd., IFB Industries Ltd., Johnson Controls-Hitachi Air Conditioning India Ltd. Philips India Ltd. Etc. So in this cut throat competition one who understand consumer is survive in the market.

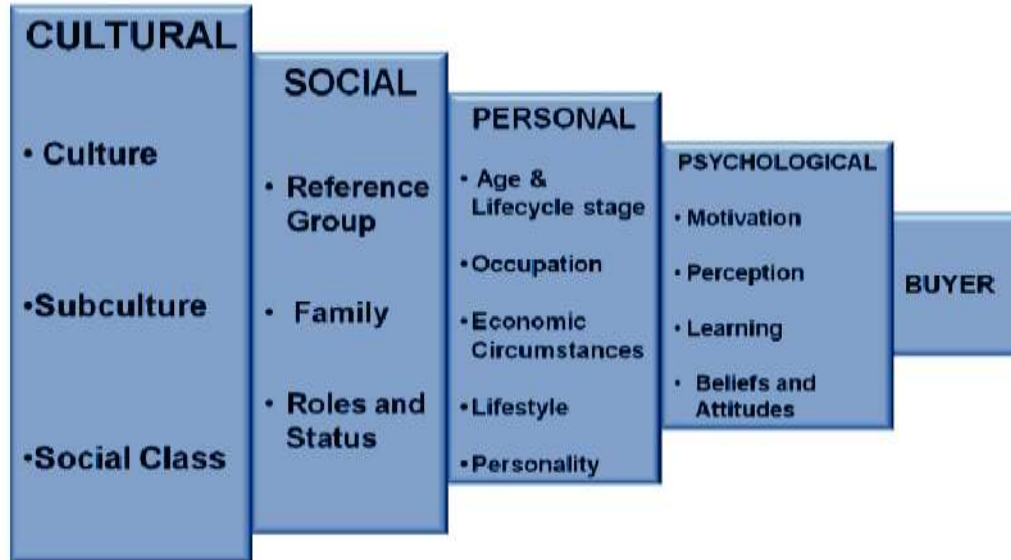
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### Introduction:-

The final customer, individual, or household who buys products and services for personal use is referred to as consumer behavior. Customer behavior is critical because it influences product positioning, marketing strategy creation, and the building of long-term customer relationships. Consumer behavior encompasses the study of how having (or not having) things influences our life, as well as how our belongings influence the way we feel about ourselves and about each other - our state of being.[1] Consumer behavior depends on many factors such as –



Reference [2] **Figure 1**

1. **Cultural factors:-**

A collection of ideas and ideologies that belong to a specific community are connected with a group of people. When a person originates from a certain community, the culture associated with that community has a strong influence on his or her conduct. Culture, subculture, and social class are all factors.

2. **Social factors:-**

Humans are social beings who are surrounded by a large number of others who impact their purchasing decisions. Humans want to copy other humans in order to fit in with society, and they also want to be socially accepted. Hence their buying behavior is influenced by other people around them. These factors are considered as social factors. Some of the social factors are: Reference Group, Family, Role ad Status.

3. **Personal Factors:-**

Consumers' purchasing decisions are influenced by personal factors. These personal characteristics vary from person to person, resulting in a wide range of perceptions and purchasing behavior.

4. **Psychological Factors:-**

Consumer behavior is heavily influenced by human psychology. These influences are difficult to quantify, but they have enough clout to affect a purchase choice.

5. **Economical factors:-**

When a person's disposable income rises, his or her purchasing power rises with it. Disposable income refers to the money that is left after spending towards the basic needs of a person. When there is an increase in disposable income, it leads to higher expenditure on various items. When the disposable income reduces, parallel the spending on multiple items also reduced.[3]



[3] Figure 2

A significant number of people were spending a lot of money on goods and services. Aside from that, customer preferences were changing and becoming increasingly diverse. Even in industrial markets, where the demand for goods and services is normally more uniform, purchasers' preferences were diversifying, and they, too, were demonstrating less predictable buying behavior.[7]

The Indian consumers are noted for the high degree of value orientation. Such orientation to value has labeled Indians as one of the most discerning consumers in the world. Even, luxury brands have to design a unique pricing strategy in order to get a foothold in the Indian market. Indian consumers have a high degree of family orientation. This orientation in fact, extends to the extended family and friends as well. Brands with identities that support family values tend to be popular and accepted easily in the Indian market. Indian consumers are also associated with values of nurturing, care and affection. These values are far more dominant than values of ambition and achievement. Product which communicate feelings and emotions with the Indian consumers.[8] People's judgments and conclusions are usually based on only a small portion of the knowledge they have access to. Furthermore, when they are presented with new judgment-relevant information, they interpret it without evaluating all of the possible interpretations.[9]

#### **Introduction of Marketer:-**

A marketer is someone or a company who promotes or markets something, a person or business that sells products.[4] A marketer is someone who is in charge of developing an involvement chain between the customer and the company's product or service. This engagement is gained by keeping large inventories of products on hand for supply or by properly marketing the product to encourage large sales.

**Objectives:-**

1. To study the consumer behavior.
2. To study the link between consumer behavior and promotional strategy.
3. To study the importance of electronics durable goods in consumers life.
4. To study how marketer influence the consumer behavior through promotional strategy.
5. To evaluate which factor mostly influence consumer behavior.

**Research Questions:-**

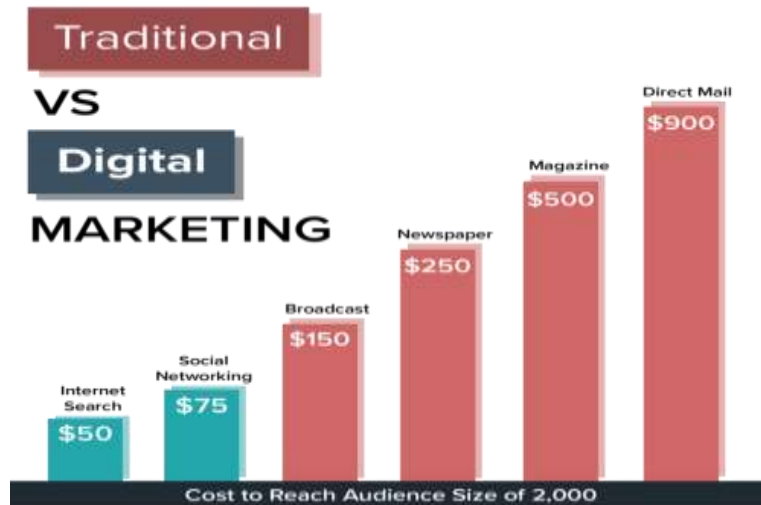
1. There is any link between promotional strategy and consumer behavior?
2. Promotional strategy influence consumer?
3. What is the importance of consumer electronic durable goods in consumer’s life?
4. Which promotional strategy influence consumer?

**Research Type:-**

The main aim of research paper is to study link between the promotional strategy and consumer behavior. The type of research is ‘pure’ or ‘basic’ research.

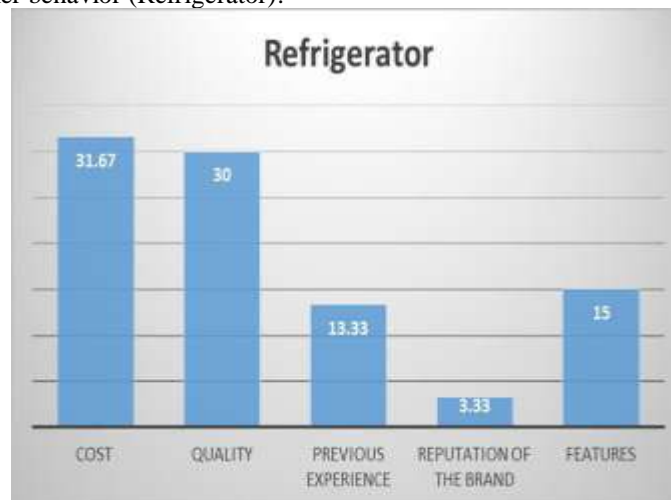
**Some Research Consumer Behaviour:-**

A. Comparison between promotional strategy (tradition and digital).



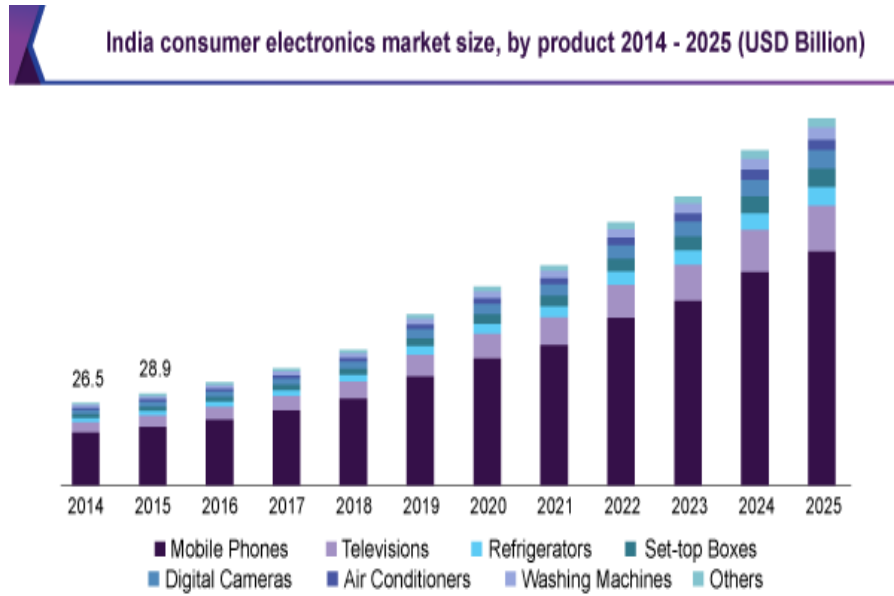
[3] figure 3

B. Factors influencing consumer behavior (Refrigerator).



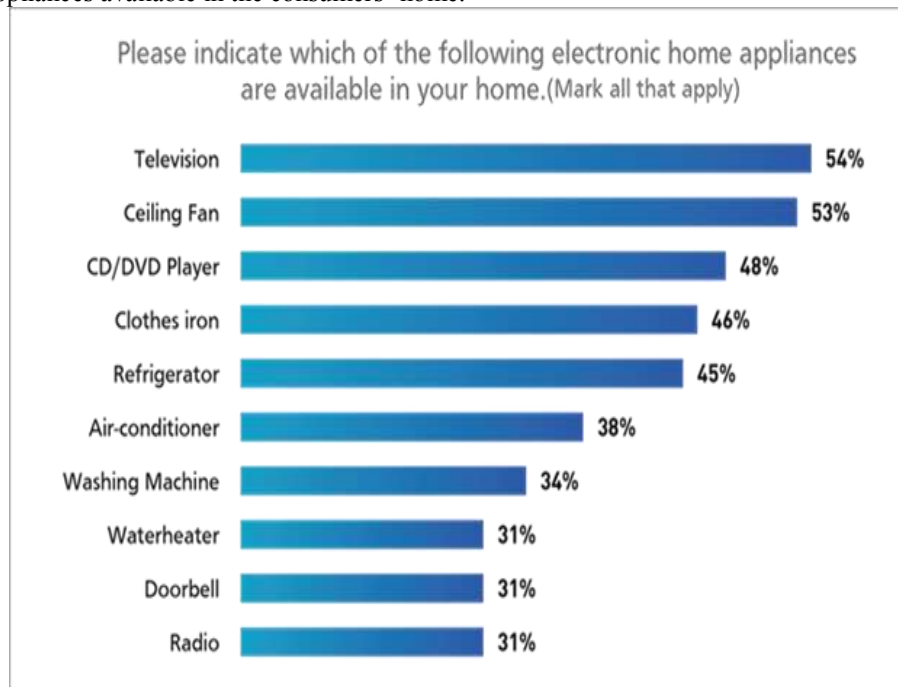
[4] Figure 4

C. Electronics market size in India.



[5] Figure 5

D. Electronic appliances available in the consumers' home.



[6] Figure 6

**Future Scope And Conclusion:-**

From the above discussion it is clear that both the promotional strategy online and offline is influencing the consumer and it is help to aware consumer about the product. Most of the consumers are change their decision because of quality and cost of the product and further it is decided by the previous experience, reputation of the brand and features of the brand. Most important brand which is used maximum customer is television. So it is clear that there is a link between consumer behavior and promotional strategy. Many marketers make their promotional strategy after evaluating the consumers need and wants. Today's consumer is aware about the brand and product. Electronics durable goods market is very big and it is having more chances to become a develop sectors. In the

market many new concept are coming which is very effective to influence the consumer. Electronic market size in India big and to understand the consumer behavior is so important in the market.

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