

**CONSUMER BUYING BEHAVIOUR TOWARDS KORYO
ELECTRONICS PRODUCT AND SERVICES - A CASE STUDY ON BIG
BAZAAR DURING MAHA SAVING DAYS AT MANDYA,
KARNATAKA**

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Date of receipt: 10/02/2018

First Review: 12/04/2018

Second Review: 22/06/2018

Acceptance: 25/07/2018

ABSTRACT

This study reveals the consumer behavior and the sales of the electronic products during the five days Maha saving at Big Bazaar. There is a growing demand for Koryo electronics products, which is exclusively available in big bazaar outlets. To understand the customer purchase pattern on Koryo electronics products and services. Customers are looking for the low price with high quality and features in the product. Different customers will be having a different expectation on the electronic products and services. All the customers will not be having the same buying behavior it varies according to their need and wants. The customers come for the shopping during the Maha saving days are totally different than the regular days in Big Bazaar. The study is to identify consumer behavior and marketing strategies during Maha Saving Days. To make a demonstration of the product it would increase the sales. Most moveable product in the electronics department the most selling products were the Koryo LED TV, Washing Machine, Refrigerator, Koryo Combo Hair Dryer and Hair Straightener. It concludes that the decision making of electronic products depends upon combo offers, various services and attractive price during Maha Savings Day.

Keywords— Big bazar; Koryo Electronics, Maha Saving Day; Mandya;

INTRODUCTION

Electronic products are products that are more durable in nature and occasionally purchased because the price of the electronic products is higher than the other FMCG products. Consumers are more brands conscious when they make their purchase. When the customer purchases the products along with the product service is also provided to the customer. During the Maha Saving days, most of the consumers' purchase decisions are planned and some of the products are unplanned. Most of the customers will make the purchase after seeing the offers and discount on the products. The electronics department plays a vital role because it gives higher revenue to the Big Bazaar to achieve the sales target. Some of the fast moving products like TV, washing machines, refrigerator, personal care items, and home appliances. Some of the products like Bluetooth speakers, personal care are easily portable. TV, refrigerators are not portable. Koryo brand products are more user-friendly to customers.

Marketing Strategies during Maha Savings Day

Big Bazaar Maha Saving Day offers various products and services informed well in the advance for all customers at Mandya. Maha Saving started 11th August 2018 to 15th August 2018. It gave a discount to all department activity.

On shop of Rs.3000 and above you get flat Rs1200 cash back. Rs 600 cash back in Future Pay Wallet with Paytm cashback of Rs.600 on purchase Big Bazaar E-gift cards from Paytm and 10% instant discount when you pay with SBI debit card.

REVIEW OF LITERATURE

Janaki, P and Shanthi, P2 (2013) in their study entitled, "Marketing Stimuli in Purchase of Home Appliances From Customer Perspectives", explains that marketing strategy is the game plan which the firms must adhere to, in order to outdo the competitor or the plans to achieve the desired objective. The people consume things of daily use, and buy these products according to their needs, preferences and buying power.

The objectives of the study are to study the purchase decision behaviour relating to home appliances and to analyse customer response to the marketing stimuli of home appliances.

The study was carried out with the sample size of 200 respondents' selected based on proportionate random sampling within Coimbatore city. The data were collected with an interview schedule and were analysed using percentage weighted average score analysis of variances.

The findings of the study included that education and income of the respondents are the two socioeconomic variables which have the significant association in all the stages which the buyers undergo while purchasing home appliances.

Objectives

1. This study helps to understand the promotional strategies of Koryo electronics products during Maha Saving Days,
2. To understand the consumer preference towards Koryo electronics products.
3. To know the customer buying behavior towards the Koryo electronics products
4. To know the strategies adopted by Big Bazaar to increase the sales in the electronics department.
5. To know the consumer behavior toward electronics products and services.

THE SCOPE OF THE STUDY

The scope of the study is to identify consumer behaviour towards Koryo electronics products. And expectation level of a consumer towards the product. The Big Bazaar uses marketing strategies in order to grab the attention of the consumer during Maha Saving Days.

During the Maha Saving days electronics department were focused mainly on the higher end products like Koryo LED TV, Washing Machine, Refrigerator, because the prices were comparatively higher than the other products in the electronics department. It is the survey conducted on how

the Big Bazar has gone through the different strategies in order to increase the sales within the department.

METHODOLOGY

The methodology of this study is empirical in nature. The study was conducted at Big Bazar Mandya during Maha Saving Days. The data which is collected both primary and secondary. The primary data collected on the personal interview and group discussion.

Need and Wants

Many customers will prefer the warranty and guarantee on the product. Customers want a product with low price with high quality. Some of the customers will shop only for offers and discount. Some customers will shop only during Maha savings days. Some are regular customers for the Big Bazaar. Customers prefer to guarantee and warranty on the products while they are shopping. All the electronic products are available with one to two-year manufacturing warranty and 72 hours guarantee on the products. Comparing to the regular days during the Mega Saving days the products are available with more discounts and offers and the Customers can utilize the benefit of the offers available in the electronics department.

CUSTOMER PROFILE

Customers with the age group starting from 18 to 60 years will come to purchase electronics products. The buying behaviour of the customers according to their age group can be classified into

Youths - New generation of youth are more interested in latest Technology like party speakers, Bluetooth speakers and personal care.

Middle age – they are more interested in the purchase of mixer grinder, micro oven and home appliance.

Old age – they are more interested in the purchase of products like TV, Washing Machine and iron box.

Majority of the customers are family oriented customers and the purchase decisions are made by the head of the family. Big Bazaar targets middle and upper-middle class customers because they are more prices conscious. Some of the customers will be waiting for the Maha Saving days. Big Bazaar specifically targets working women and homemakers who are the primary decision makers.

PRODUCT PROFILE

A wide variety of electronic products are manufactured under the Koryo brand and it also maintains the quality standard of the product. All the products are available under a single store. Customers can purchase all the products under a single brand. Some of the top-selling products during Mega savings at the big bazaar are below; Television Set, Washing machines, Refrigerator, Personal care, Microwaves, Kitchen appliances. The below indicates the details of the products and services.

Table 1. Products

	Products
TV	Koryo LED TV 32 inch
	Koryo LED TV 39 inch
	Koryo LED TV 44 inch
	Koryo Led Smart TV44inch
Washing Machine	Koryo Manual Washing Machine
	Koryo Semi-Automatic Washing Machine
	Koryo Automatic Washing Machine
Home Appliance	Koryo Refrigerator
	Koryo Fan
	Koryo Geysers & Heaters
	Koryo Vacuum Cleaner

	Koryo Iron Box
Electronics Products	Koryo Party Speaker
	Koryo Home Theatre
	Koryo Bluetooth Speaker
Personal Care	Koryo Hair Dryer
	Koryo Hair Straightener
	Koryo Combo Hair Dryer And Hair Straightener
	Koryo Trimmer
Kitchen Appliance	Koryo Microwave Oven
	Koryo Electric Induction
	Koryo Sandwich Toaster
	Koryo Electric Kettle
	Koryo Coffee Maker
	Koryo Hand Blender
	Koryo Mixer Grinder

Pricing Strategy

The price of Koryo LED TV starts from Rs11,990 (32 inches) and end from Rs27,990. Koryo Manual Washing Machine price of Rs5,990. Koryo Semi-Automatic Washing Machine price Rs9,990 Automatic Washing Machine price Rs15,990. Home Appliance like Refrigerator, Fan, Geysers & Heaters, Vacuum Cleaner, Iron Box its price are Rs9,990, Rs1,599, Rs4,499, Rs2,499 and Rs399 respectively. Personal Care is Hair Dryer, Hair Straightener price is 899, 799 respectively. Kitchen Appliances start from Rs899 to Rs4,999.

Promotion Strategy

To shop for 3,000 and above you get flat Rs 600 in Future pay Wallet plus Paytm cash back of 600 or 10% instant discount using SBI debit card. Shop for 25,000 and above get 2,100 cash back in future pay wallet plus Paytm cash back of 600 or 10% instant discount using SBI debit card. It also

includes Advertising in newspapers, television, Radio, Billboards. If the customer purchases more than Rs 1000 direct home delivery will be provided to the customer address within five km of a radius in Mandya.

Demonstration Products

It is one of the modes of promotion; it definitely increases the sales of the product. By demonstrating the product to the customer they will be more educated about that product and it would be much easier to convince the customer to purchase the product. The demonstration of the product like the Koryo LED TV, it was found very easy to explain the difference between the Smart TV and HD TV. The demonstration of the party speakers to check the sound quality of the products and Koryo Hair Dryer and Hair Straightener is essential to the customer. The demonstration is necessary because an electronic product is higher end product customer cannot make the purchase without seeing the demo of the product.

COMBO OFFER

In the electronics department to increase the sale of the product Koryo Combo Hair Dryer and Hair Straightener was available at Rs 999 offer price. It was the right time to increase the sale of the product than the regular days.

Warranty and Guarantee

The Koryo products will have one to two-year warranty and 72 hours guarantee on the products. When the customers purchase the electronics products they are mainly focused on the brand warranty and guarantee of the products. Brand warranty and guarantee of the products play a major role in the purchase of the products.

Many customers will purchase the product only because of brand warranty and guarantee of the product. Customers will trust the electronics product only if there are warranty and guarantee. Because it is made in China product many of the customers are not ready to buy the product without testing.

Brand Strategy

The various types of products available under the Koryo brand. Products are available at affordable prices to customers during the Maha Saving days. Low-cost products are available to consumers due to the absence of middlemen and without any advertisement. Koryo brand doesn't use the costly method of advertising they prefer word of mouth strategy. Koryo brand follows the low price strategy compared to other competitive company.

Advertising Strategies

Promotional activities were done inside and outside of the Big Bazaar. Koryo products are less concentrated in mass media advertising because their only intention is to provide products at a low price which are easily affordable to the customers. Increase in advertising will increase the price of the product, so reducing the cost of advertising will easily help the Koryo brand to compete with the other competitors.

Sales Target

The sales target for the electronics department was set to 12 lakhs during the five Maha Saving days. The five Maha Saving days is equal to the sales of the 3 months sales target to the Electronic products. It is the right situation to clear the sale of the old stock products that is the conversion of sales into money. If the sales target is achieved employees will be getting more incentives and bonus in their salaries. The below table indicates sales target archived during Maha savings day.

Table 2 Maha savings day

Sl. No.	Days	Target (in lakhs)	Achieved (in lakhs)
1	Saturday	1.05	0.77
2	Sunday	1.19	0.72
3	Monday	1.58	1.56
4	Tuesday	1.72	1.49
5	Wednesday	2.11	5.17

Service

Continuous and regular service of the products will be given across the Big Bazaar store. Customers can claim their warranty of the products at their nearby Big Bazaar. The customer should have their original warranty card to claim their warranty. Free home delivery will be given to the customer at their doorstep within five km of radius to products like TV, washing machine, Refrigerator etc. And also regular service will be given by serviceman at their doorstep when they raise the complaint.

During the regular days, Big Bazaar will open at 11 AM and it closes around 10 PM. During the Maha Saving Days its open at 9 AM and will be closed around 10:30 to 11 PM. Because it is the additional service benefit to the customer and extra working hours to the Big Bazaar to increase the sale of the product.

Customer Expectations

Customers are always price conscious they are expecting always a low price with high-quality products. Customers prefer the long durability of products with good features because the electronics products in Big Bazaar are rarely purchased. Some customers will purchase when the new model is released. Some will purchase only when at the time of offers are provided.

Most Moveable Product

In the electronics department the most selling products were the Koryo LED TV, Washing Machine, Refrigerator, Koryo Combo Hair Dryer and Hair Straightener. Because these were the products the department has given offers to the customers to increase the sale of this product. The stock of the LED TV was clear advanced booking facilities were given to the customers to purchase the TV and trying to move the old stock products by giving them offers to the customers to sell the product that is the conversion of stock into money.

RECOMMENDATIONS

Koryo products play prominently on price and it should not compromise on the quality of the product. If the quality of the product starts to decrease, customers may shift to other brands. The number of staff should be increased during the offer like Maha Saving days. Aggressive advertising campaign should be made to promote the brand and majority of people are unaware of the Koryo brand. Providing after sale services and customer services should be provided in order to make customer loyal. Along with SMS the retails formats should use more innovative ways to alert customer. Many of the customers are unaware of the offers and they don't know to make use of the cash back vouchers. All the Koryo products are made in China products, so some customers are not ready to make the purchase.

CONCLUSION

Big bazaar five days Mega Saving is a day creating artificial demand for the product than the regular days. Many offers are given to attract the customers and make them buy the product. Some of the customers will visit only during the Maha Saving days. The study reveals that the most selling products during the Maha Saving days in electronics products are the Koryo LED TV, Washing Machine, refrigerator and Koryo Combo Hair Dryer and Hair Straightener. There was no other brand than the Koryo brand so the customers had no choice to go for other brands. All the Koryo products are made in China products. Customers buying behaviour towards the Koryo products and what are their need and want while making the purchase and the strategies adopted by the departments to increase the sales of the product in the department.

Koryo brand is known by the word of mouth rather than advertising. Many customers are buying an electronic product through online rather than shopping from Big Bazaar. There is a direct competition between the retail store and online marketing. The Big Bazaar adopted to grab the attention of the customers during special sales and unique promotional strategies used by the storage needs, i.e. demonstration of the product, discount providing to the customer.

LIMITATIONS

The limitations of the study are:

- a. The study is conducted only at the Big bazar Mandya.
- b. The study is focused on the single department only.
- c. The study is purely qualitative in nature i.e., the views and opinions are related Mandya context only.
- d. This study is limited to Maha Saving Days from 10 August 2018 to 15 August 2018 only.

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