ABSTRACT

The term ‘buyer’s behavior’ includes a series of systematic processes undergone by buyer/consumer while they make a purchase decision and undergo through purchase process. Manufacturers irrespective of the industry/product try to introduce and implement attractive as well as differentiated strategies to influence the buyer’s behavior and ‘promotional strategies’ are foremost among them. These strategies are optimal and ineluctable with respect to FMCG category as they represent low margin and high volume business. As the cost and risk involved is less with the category, buyers enjoy experimenting with brands which act as boon as well as anathema for the firms as it is capable of bringing in new buyers and mean time encouraging switching users. Thus FMCG sector try to make use of varied and attractive promotional strategies so as to attract more buying behavior and the scenario is not different in case of India, or even Kerala, the southernmost state popular as the consumerist society of the Country. The advent of internet revolution and online marketing has encouraged the firms to implement promotional measures on both traditional as well as online channel and hence it creates necessity to concentrate on online and traditional promotional strategies for analyzing the buyer’s perception and also their behavior pattern.
The consumer directed promotional strategies, whether online or traditional and whether customized or standardized in nature, encourages differentiated behavior among the buyer’s and the environmental variables like facts and cognition acts as one of the prime influencing agents. Facts include evidence based variables that can be categorized and determined whereas cognition includes the attitude represented by buyers towards various factors. The factual variables incorporated in the study includes gender, age, income, family size and place of domicile representing economic and geo demographic factors and cognitive variables includes opinion of buyer’s, interest shown towards promotional offer and open/ close minded characteristics of the buyers. As the online and traditional promotional strategies adopted by FMCG industries are highly differentiated and as the sector includes wide variety of products, the study is limited with promotional measures like ‘price off’ and ‘buy & get free’ offer and the product category is limited to skin care products, fabric care and branded cereals representing personal care, house hold care and food & beverage sector moreover the area of study is limited to three districts in Kerala- Kozhikode, Ernakulum and Thiruvananthapuram, representing the whole FMCG buyers in the state and the sample size of 610 is selected through multi stage stratified sampling. The statistical analyzing tools including ANOVA, Chi-Square, regression, correlation, discriminant analysis and structural equation modeling is used to analyze the influence of the variables on buyer’s perception and their recalling ability with respect to promotional strategies and the cram shows that majority of Keralite’s have positive
perception towards the promotional strategies and the latter is capable of encouraging stockpiling among the buyers of FMCG sector in Kerala. Though all facts and cognitive variables exert either negative or positive control on buyer’s perception, the highest affirmative influence is offered by gender in case former and ‘interest of buyer towards promotional offer’ in case of latter variables.