



ORIGINAL RESEARCH PAPER

Commerce

ANALYSIS OF MARKETING STRATEGIES IN CONSUMER BEHAVIOUR IMPROVEMENT

KEY WORDS:

Dr. Manjula A. Soudatti

Assistant Professor in Commerce, SSCA, Govt. First Grade College, K.K.Koppa, Belagavi, Karnataka.

INTRODUCTION:

In today's dynamic business world, it is inevitable for success to understand consumer behavior as this is the key to planning and managing. Market segments are often prone to change. There are time windows which allow a product to reach its full potential, but after the window closes, a number of the sold products drop to almost non-profitable numbers. This is due to rapid trend fluctuations in general. Consumers tend to buy products because they are marked as trendy or cool. It is really hard to predict these fluctuations. Companies must arrange market researches in such a manner that will bring the closest estimate of the next, ongoing or future trends on specific market segments. It is all about placing, selling products at the right moment, at the right time and at the right place.

MARKET ANALYSIS

Consumers

The company must understand consumer behavior if it wants to anticipate and react to customer needs and desires. Needs of customers are very complex and challenging to discover. Market research is a must. There are different methods that are used in consumer/customer research (Nikolić, 2007):

- Analysis of sales data of past and planned promotional techniques
- Testing in forums and focus groups
- Conversation with staff or product users
- Questionnaires of past and present customers
- Surveys
- Testing product concepts
- Personal interview with focus groups
- Testing emotional responses to product and brand name
- Development of customer feedback forums
- Monitoring customer behavior on social media.

Before conducting any research methods the organization has to identify its research goals. Market research alongside with consumer behavior research is very tiresome. Therefore, an adequate documentation, goal definition and specific market targeting are the base points from which every other research aspect is performed. Managers, teams and fieldworkers have to understand the whole concept of the company they are working for, the product, the consumers and the past, present and new customers. The first step is realizing what kind of product has to be sold. The next one is defining crucial market segments. After that a thorough documentation is desirable. When everything is at place, it is important to find a wide variety of potential customers so the research results are more accurate.

Company

The company, before starting any research, has to understand its own ability to meet customer needs. This requires evaluation of all segments of the company (Kotler, 2003). The evaluation starts from the main production lines, the technology, the information infrastructure, knowledge base and worker experience and expertise. Managers have to check if there is an established point from where the company can start selling product to potential customers. Evaluation is crucial, because it shows from the very start if the company is strong enough or prepared enough for a battle in the desired market. When everything is in place, some

research can be conducted and therefore product placement and selling too. The company also must understand its own strengths and weaknesses (Kotler, 2015). Failing to do so may result in serious consequences. Product misplacement, missed market segments, zero sales and other threats are very likely to happen.

Competitors

When aiming a better position on the market, the competition and its strengths and capabilities appear to be very influential factors. Understanding these factors requires the same amount of knowledge as it does for the own company. Building an effective marketing strategy rolls around the consumer behavior, the company's strengths and weaknesses and competition capabilities

FACTORS AFFECTING ONLINE CONSUMER BEHAVIOUR TOWARDS SHOPPING

Internet proliferation in today's time has led to a boost in online shopping. Social media acts as a promotional and advertising hub for e-commerce retailers which are the primary drivers of online consumer behaviour (Farooqi, 2017). It creates an impetus to understand online consumer behaviour towards shopping for sustaining online businesses and increasing the chances of profit and success in the long run (Elkhani and Bakri, 2012). This article reviews the most critical and relevant factors in today's competitive business scenario.



Figure 1: Factors affecting online consumer behaviour towards shopping

Perceived risk is uncertainty that online consumers face when they cannot foresee the consequences of their purchase decisions (Schiffman, Kanuk and Kumar, 2010). They affect online consumer behaviour, as people are discouraged to buy online due to the quality, health, time, delivery and after-sales risks associated with it. When it comes to online shopping, perceived risk can be of 6 types:

- **Performance:** It relates to the inefficiency to meet the buyer's expectation.
- **Source:** It involves the risk of buying from untrustworthy websites.
- **Financial:** It involves the risk of losing financial information as debit and credit cards.
- **Social:** It relates to a reluctance to buy a certain item that might not be approved by others.

- **Physical:** It relates to the risk of using a product, after purchase.
- **Privacy:** It relates to the risk of losing personal information (Hassan,2006).

These risks might decrease the chances of converting a prospected customer visit to a purchase transaction visit and this leads to the loss of business opportunity (Khare and Rakesh,2011).

CONCLUSION

In the modern business world an organization has to develop high quality, optimized valued, medium priced products so it would ensure a solid market position. There are many impact factors which determine the success of a new product or innovation. Perception of the product, communication between consumers and overall market segment situation is crucial for understanding customer needs and wishes. An organization which wants to enter a new market segment, has to make sure that the competition is not fierce, and has a strategically developed plan to ensure a strong position on the new market. This is where market research is necessary. Market research allows companies to get to know its new, potential consumers. Optimizing and documenting every future step is very important. Without market research it is like shooting without a scope. The company could "shoot its own leg" if the market in which it wants to take a position, is not researched. Through various methods, the company can get to know its new customers, and therefore ensure that the products it offers fulfill the expectations of the customers.

We can conclude that even the strongest organizations, with the most money and the most innovative products can fail, in a new market, if there is no thorough research. Consumers won't buy a product, even if it has high quality and low price, if it doesn't fulfill their expectations and needs.

REFERENCES :

1. Kotler, Ph., (2003). Marketing Insights from A to Z: 80 Concepts Every Manager Needs To Know. Hoboken, New Jersey, John Wiley & Sons
2. Kotler, Ph., Keller, K. L., (2015). Marketing Management 15th ed. Essex, England, Pearson Education Limited
3. Hassan, M. (2006) 'Conceptualization and measurement of perceived risk in online shopping.', Marketing Management Journal, pp. 138-147.
4. Jain, D., Goswami, S. and Bhutani, S. (2014) 'Consumer Behavior towards Online Shopping: An Empirical Study from Delhi', IOSR Journal of Business and Management. Ver.IV, 16(9), pp. 65-72.