

Segmentation of Consumer Durable Market in Kerala based on Festival Buying Motives

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Abstract

Festival season constitute the main buying period across India, especially for consumer durable goods, which contributes almost 45-50% of the total annual sales. In a highly segmented market with different races, subcultures, religions, castes, linguistic groups and geographical variations, significant differences exist with regard to the buying motives, buying behavior and consumption patterns of the consumers. It is imperative to identify various factors and the extent of influences on consumer behavior during festivals, enabling marketers to be more precise on their occasion based marketing efforts. Considering market segmentation and knowledge about segment characteristics, as powerful marketing tools, this study is an attempt to understand the underlying dimensions of festival buying motives and to segment the consumer durable market. Thirty-one motivational items were factor analyzed in order to delineate underlying dimensions of motivation associated with festival buying and done the segmentation using cluster analysis based on the delineated motivation factors. Cluster analysis identified four clustered segments from the six motivation dimensions in which the *Renewal and Family togetherness seekers* were found to be the most important segment. Group of *Deal seekers* was the second important cluster, followed by *multi-purpose festival buyers* and the last cluster was *Ritual and auspicious time seekers*.

Key Words: Market Segmentation, Consumer Durable goods, Festival buying motives, Occasion based Marketing, Motivation dimensions.

Introduction

In India, every month of the calendar holds a festival and each festival has its own signature and style of celebration. All festivals are unique in their own sense and have its deep and strong

links with the culture and geographical area where it is being celebrated. Indian festivals range from Deepawali (Diwali)- the festival of lights, which is celebrated throughout the country-Holi, the festival of colours (celebrated in the North and central India), Dussehra (which is celebrated with great fanfare in Karnataka), Durga Puja (the greatest festival of Bengalis, which forms an integral part of their religious and cultural life), and Ganesh Chaturthi (celebrated with great fervor in Maharashtra). Similarly Navarathri is observed in Bihar, Uttar Pradesh, Rajasthan, Gujarat, etc. Onam (a cultural festival of Kerala) and Pongal (a harvest festival of Tamil Nadu) are celebrated in these two states. All these festivals constitute the main buying period across India. Shopping malls and companies marketing durable products offer heavy discounts during the festive season (Ramanuj Majumdar 2010). Culture and festivals have a huge impact on the Indian market. An article written by Writankar Mukherjee in Economic Times (2012) points out that the consumer durable industry starts building their product pipeline and increase production well in advance for the festive season, which starts with Onam in Kerala in August and continues till Diwali in November. In a highly segmented market with different races, subcultures, religions, castes, linguistic groups and geographical variations, it is only natural that significant differences exist with regard to the buying motives, buying behavior and consumption patterns of the consumers (J.C. Edison, 1993).

Marketing of Consumer Durable Goods

Consumer durable marketing is more than interesting subject to study. Consumer Durable marketing in India, Kerala in particular, is gaining momentum and significance day by day with crores of rupees being pumped in and many big players are penetrating into this segment. Kerala is a highly developed market for consumer products. Kerala market is quite unique in several respects compared to other states. Some of the prevailing assumptions are that conspicuous consumption is relatively high in Kerala, purchasing power of an average household is comparatively more, rural urban differences are less pronounced and the whole state is an extended urban market. Hence it is highly important for consumer durable Industry to adopt latest marketing strategies, for survival and growth. With increase in shopping options, range of products and increase in awareness levels, the consumer buying behavior has also witnessed a sea change. Consumer tastes and preferences are changing, leading to radical transformation in lifestyle and spending patterns, which in turn is giving rise to new and developed business scopes.

The Rationale of the Study

The research motivation is not solely an academic purpose but an essential and timely response to the increasing dependence on Occasion-Based Marketing strategies during festivals by companies in a fiercely competitive Indian consumer durable market. India is one of the fastest growing home appliances and electronics markets in the world and expected to reach USD 400 billion to be the 5th largest by 2020 (IBEF 2014 Report). The festive season contributes for almost 45-50% of the Indian consumer durable industry sales and festivals constitute the main buying period across India. Festivals range from Deepawali (Diwali)- the festival of lights, which is celebrated throughout the country-Holi, the festival of colours (celebrated in the North and

central India), Dussehra (which is celebrated with great fanfare in Karnataka), Durga Puja (the greatest festival of Bengalis, which forms an integral part of their religious and cultural life), and Ganesh Chaturthi (celebrated with great fervor in Maharashtra). Similarly Navarathri is observed in Bihar, Uttar Pradesh, Rajasthan, Gujrath, etc. Onam (a cultural festival of Kerala) and Pongal (a harvest festival of Tamil Nadu) are celebrated in these two states. All these festivals constitute the main buying period across India. Shopping malls and companies, which are marketing durable products, offer heavy discounts during the festive season. (Ramanuj Majumdar 2010). India is a highly segmented market with different cultures, subcultures, castes, religions, linguistic groups and geographical variations; it is natural that significant differences exist with regard to the buying behavior of consumers in different states. Hence it is imperative for marketers to develop appropriate strategies for different regions and states. This study is limited to the Segmentation of Consumer Durable Market in Kerala based on Festival Buying Motives of consumers in the State.

The Segmentation of Consumer Durable Market in Kerala based on Festival Buying Motives is important due to *three major* reasons. *First*, even though the festive season contributes for almost 45-50% of the consumer durable industry sales in India, very little research studies have ever been undertaken to analyze the consumer buying motives during festivals and segment the market in consumer durable industry context. *Secondly*, marketing decision makers and academicians often depend on the strategy and behavior models developed in the West to conceptualize the dynamics of the Indian market. *Third*, understanding festival buying motives of consumers and their characteristics based on festival motivations will be a powerful marketing tool that enables consumer durable managers to design and execute their occasion based marketing strategies more effectively.

Objectives of the Study

In Kerala, every consumer durable manufacturer and retailer want to attract more customers through a variety of marketing activities and they launch wide range of promotional programmes during festival seasons. Majority of the consumer durable manufacturers and retailers are aiming to cash-in on the celebratory mood of consumers. Even though 40-45% of the annual sales turnover is being contributed by festival buying, very limited attempts have been made to identify various factors and the extent of influences on consumer behavior during festivals. Some of the specific questions that arise here include whether there exists any difference in the influence of motivational factors during festivals or other special occasions and normal situations on the buyer behavior? Another important aspect is to analyze the overall impact of marketing strategies adopted by manufacturers and retailers during festivals and other occasions. Hence the objectives of the study have been framed as follows: -

- To study the buying motives of consumers during festivals with regard to consumer durable goods
- To Segment consumer durable market during festivals through buying motivations

Through this study, our endeavor is to throw more light on the above questions so as to gain a better understanding of the phenomenon of consumer decision making during festival season

on consumer durable segment and we believe the answers for the above questions would be important both from a managerial as well as theoretical perspective.

Segmenting consumer durable market during festivals through buying motivations enables marketing managers to identify the strengths and opportunities of each market segment and helps guarantee their satisfaction. In most situations where festival buyers are heterogeneous, segmenting these buyer groups and understanding their characteristics based on festival buying motivations will be a powerful marketing tool, that enables marketing managers to plan promotional campaigns for consumer durable products, which are preferred and valued by target segments.

Review of Literature

Companies need to realize that their customers are not only different from each other, but are also different from themselves at different times. People have different needs when they are at work and when they are at home or socializing. Many marketers believe that behavioral variables – occasions, benefits, user status, usage rate, loyalty status, buyer readiness stage, and attitude- are the best starting points for constructing market segments, Philip Kotler, Keller, Koshy and Jha, (2007). Buyers can be distinguished according to the occasions they develop a need, purchase a product or use a product, (Philip Kotler, (2002). Occasion based segmentation, assumes that an individual may have differing motivations for selecting a product to be used under differing circumstances. "That is not to deny the presence of some stable personal needs that may apply across situations. "Albert Goldman,(1979). According to Philip Kotler (2007), the marketer does not create the segments; the marketer's task is to identify the segments and decide which one(s) to target. Segment marketing offers key benefits over mass marketing. The company can presumably better design, price, disclose, and deliver the product or service to the target market. The company also can fine-tune the marketing program and activities to better reflect competitor's marketing. Philip Kotler, Keller, Koshy and Jha, (2007).

Buying Motives during festivals.

A plethora of studies have examined motivation of buying behavior of consumer durable customers, but little research has been conducted on the buying motives of customers with regard consumer durable products during festivals. According to Turner (1982: 11) people in all cultures recognize the need to set aside certain times and spaces for communal creativity and celebration. These practices date back centuries. Often they were allied to the rhythms of agrarian society (Rolfe, 1992). Major festivals in India are associated with harvest seasons of the respective locations and these festivals were not only considered as occasions for celebrations, but was the most important occasions which has got a direct influence on the reflection of their life and future aspirations. Most important events like marriages, buying houses or land, vehicles, jewelry items and other costly items are also planned along with festivals in India. Festivals are definitely a time to spend and even today also this trend continues. Festivals and special events have increased in number and size, with various purposes including enhancing domestic culture and history, providing domestic recreation opportunities and contributing to the domestic economy by stimulating businesses. Motivation is one of the important salient

aspects of event and has received significant attention since the early 1990s. A motive is an internal factor that arouses, directs, and integrates a person's behavior (Iso-Ahola, 1980). Fodness (1994), mentioned that motive is the driving force behind all behavior. Crompton & McKay (1997) also indicated that motives are the starting points that launch decision processes. Gursoy, Spangenberg and Rutherford (2006) analysed attendees' attitudes to festivals and found that hedonic attitudes were more important than utilitarian attitudes in explaining motivation; while ostensibly a marketing/evaluation study, this approach theoretically illuminates the nature of the experience and what people want to get out of a festival buying. There is a tremendous rise in the influence of religion in the public sphere in recent times. An increase in the number of religious institutions and the large-scale participation of people in religious festivals like Makar Sankranti, Pongal, Sabarimala, Ganga Sagar Mela, Sangam Mela, etc., are also indications of the greater hold of religion on society. In their groundbreaking study, Uysal, Gahan, and Martin (1993) identified visitor's motivations for attending a county Corn Festival in South Carolina. Twenty-four motivation items were factor analyzed and five dimensions of motivation emerged: 'escape', 'excitement/thrills', 'event novelty', 'socialization' and 'family togetherness'. No statistically significant differences were found when motivational factors were compared according to demographic variables. As expected, the results of the study did show that the motivation of family togetherness was stronger among married people than singles. It was also found that older people tended to place more importance on the 'event novelty' than other age groups.

In this study six motivational dimensions and thirty one motivational factors were identified, from a plethora of different studies conducted by researchers in different countries about festival motives along with some exclusive factors identified with regard to Indian consumers. The motivational dimensions are; (1) Festivals are time for Up-gradation and Renewal, (2) Festivals are good time to have great deals and offers, (3) Buying new things is a part of the celebration or ritual, (4) Festival shopping is an occasion for family togetherness, (5) Festivals are auspicious time for purchase and (6) Festival is a time for exchanging gifts.

Festival is a time for Up-gradation and Renewal: In an interview given by Mr Sandeep Walunj, chief marketing officer of Big Bazaar, (Pantaloon Retail India), to Arati Rao (2010), Advertising India, explained the motivational and behavioral triggers of a festival. Festival season is a time for up gradation and renewal, and also an occasion to uphold traditional Indian values. According to Ramanuj Majumdar (2010), Cultural and festivals have a huge impact on the Indian market. In India, Deepawali (Diwali)- the festival of lights, which is celebrated throughout the country-Holi, the festival of colours (celebrated in the North and central India), Dussehra (which is celebrated with great fanfare in Karnataka), Durga Puja (the greatest festival of Bengalis, which forms an integral part of their religious and cultural life), and Ganesh Chaturthi (celebrated with great fervor in Maharashtra). Similarly Navarathri is observed in Bihar, Uttar Pradesh, Rajasthan, Gujrath, etc. Onam (a cultural festival of Kerala) and Pongal (a harvest festival of Tamil Nadu) are celebrated in these two states. All these festivals constitute the main buying period across India. We included the following four belief statements to measure one of the motivation dimensions, Festival is a time for Up-gradation and Renewal: 1) Festivals are a

time for Up gradation and Renewal; 2) Festivals are a time to be very happy and joyful; 3) Buying new things gives me more happiness and excitement; 4) For me, celebration of festivals are important. We measured this four belief statements on a five point itemized scale (Extremely important =5 ; Not at all important = 1).

Festival is a time to have good deals: Most markets including durable goods markets are characterized by sales, that is temporary prices decreases employed to increase quantity sold (Salop, S. and Stiglitz, J.E. 1982). In India, shopping malls and companies, marketing durable products offer heavy discounts during the festive season. (Ramanuj Majumdar 2010). Sales promotions are direct inducements that offer an extra value or incentive for the product to the sales force, distributors or the ultimate customer with the primary objective of creating an immediate sale (Belch and Belch, 2004). Promotions include price reductions, coupons, samples, games and sweepstakes. Promotions significantly increase sales and that advertised promotions increase store traffic (Blattberg, Briesch and Fox, 1995). Also, promotions induce consumers to buy more and consume faster (Ailawadi and Neslin, 1998). Sales Promotion is undoubtedly one of the main ingredients for Occasion Based marketing strategy. Schultz (1998) says that, sales promotion generally works on a direct behavioral basis rather than effecting awareness or attitude. Gopal Das (2011) have recently worked on the area, mainly exploring the impact of demographic parameters on sales promotion of convenience goods. He has also worked on the overall impact of sales promotion on buyer behavior and found out that demographic parameters have no impact on sales promotion and keeping product satisfaction constant, sales promotion is the main reason for purchasing convenience goods. In this study, we included ten belief statements which includes to measure one of the motivation dimensions, Festival is a time to have good deals: The availability of good deals/ offers motivates me to buy new consumer durable goods during festivals; Because of the promotional schemes/ deals/ offers during festivals and other occasions, we are getting more value for our money; My festival shopping is highly influenced by promotional schemes/ deals/ offers by consumer durable companies and six more statements on influence of promotional campaigns. We measured these ten belief statements on a five point itemized scale (Definitely Yes =5; Definitely Not = 1).

Buying new things is a festival ritual: Festivals are essentially a part of Indian culture. The festivals, which are selected for this study, are assessed as vigorous ritual occasions. In their study Douglas and Isherwood (1979) bring the notion of material possession in the field of consumption to the fore by emphasizing two significant roles of it; -providing primary needs - drawing lines of social relationship. The goods, which are visible part of culture, construct the way of our life. In human systems ritual behavior is culturally as well as genetically inherited. Much human ritual is consciously created from the evolving dynamics of a particular culture. Christmas is observed publicly across much of western culture, with particularly intense involvement by millions of American households. Several industries rely on consumers' extensive gift exchange rituals and on the wider spread deployment of ritual symbols (coloured lights, mistletoe, wreaths, Santa Claus representation) for the bulk of their annual sales (Dennis

W. Rook, 1985). Festival seasons constitute the main buying period across India (Ramanuj Majumdar 2010). In an article written in Times, Nilanjana Bhowmick (2013), describes that during festivals like Akshaya Tritiya in April and Diwali in November, when buying gold is a ritual in India, there is an almost 500% increase in footfall at stores across the country. We measured the motivation dimension, Buying new things is a festival ritual with the by asking the customers to indicate the degree of belief statements, which includes : Buying new things are a part of Festival celebrations; I used to save money for festival shopping of consumer durable goods; The celebration will be complete and perfect only when I do a festival shopping. . We measured belief statements on a five point itemized scale (Definitely Yes =5; Definitely Not = 1).

Festivals are auspicious time for purchase: A study conducted on the effect of superstitious beliefs on consumer judgments by Thomas Kramer and Lauren Block (2007) reveals a robust effect of superstitious beliefs on Chinese consumers' behavior, including instances when superstitious beliefs cause consumers to make purchase decisions that run counter to economic rationality. That is, Taiwanese consumers are more likely purchase a product at the higher "lucky" price, are less likely to purchase a product with a lower "unlucky" price, and are more likely to purchase the "lucky" product with fewer units contained in the package. Shashank Srivastava, chief general manager marketing at Maruti Suzuki India (Arati Rao (2010), Advertising India opined that the inauspicious time in the calendar should be the real worry for Indian marketers. "Logically the promos should be done in the inauspicious period, but the problem there is that no matter what you offer, consumers who have religious sentiments are not going to buy in this period," he said. The need to go all out during the festival season is because of competitive pressures as it is considered as auspicious time for purchase. "In the auto industry, there are many manufacturers today (especially the newer ones) who know that in this period of festivals, the conversion rates are very high, and, therefore, irrespective of product strengths and financial logic, a lot of market share can be 'bought'. Other manufacturers also follow the same strategy with the result that nobody really has a competitive advantage." According to Mr. Varghese Chandy, Senior General Manager, Marketing Operations of Malayala Manorama, festival like Akshaya Tritiya was an alien festival to Kerala, but now it's considered an auspicious time not just to buy gold, but to buy anything (Arati Rao, 2010). In a study by Rajasekhara Mouly Potluri, Rizwana Ansari, Srilakshmi Challagundla (2013) it is stated that, buying gold is subsumed as auspicious during the religious festivals in India. Gold is mainly acquired all over India for the Diwali (around October-November) festival. Regional festivals are also very important occasions for the purchase of gold, for example Onam and Pongal in the South, and Durga Pooja in the East (Jeni Branson, 2014). In India, the festivals are considered to bring with it good luck and is therefore, 'auspicious.' Most people buy new homes, new cars and expensive durables during this period. Also, the festival calls for the old tradition of distributing gifts (Parikh, Anokhi, 2008). Four belief statements are included in this study to measure one of the motivation dimensions, Festivals are auspicious time for purchase: 1) I believe in auspicious time; 2) I believe that buying new things will bring luck if it is in an auspicious time; 3) I believe festivals are auspicious times; 4) I

believe buying new things during bad times are unlucky. We measured this four belief statements on a five point itemized scale (Definitely Yes =5; Definitely Not = 1).

Festival shopping is an occasion for family togetherness: People perceive the festival seasons as a time when family members brought together. Hence the festival served as a medium through which family relationships could be enhanced or enriched. This enhancement is often facilitated by long drives in an Automobile, visiting religious places, taking part in rituals or buying some thing which is very important in the family because family members are physically juxtaposed for long periods and forced to interact with each other. The extensive buying and consuming that characterize many contemporary family rituals are major forces that binds a house hold together (Daun 1983). Formica and Uysal (1996) compared festival motivations of residents and non-residents attending the Umbria Jazz Festival in Italy and 23 motivation items were factor analyzed to five dimensions of motivation: 'excitement and thrills', 'socialization', 'entertainment', 'event-novelty' and 'family togetherness'. It was found that family togetherness is one of the most influential factors as other dimensions. Durkheim (1976) in his study explains festivals and rituals bind people together in communities and cultures. Consumers are under greater time pressure than ever before (Saigal, Mann, and Rashmi 2010). With the large number of dual-income households today and expanding work hours, many consumers are facing severe time shortages and as a result, time has become a highly valued consumer resource (Herrington and Capella 1995). Kamis and Davern (2005) also observed that time availability is a critical resource in the consumer's search process, and when time pressure is felt, customers go for greater use of effort-reducing heuristics. During festivals customers can have enough time for the search process and have a collective decision in the purchase of consumer durable goods. We included seven belief statements to measure one of the motivation dimensions, Festival shopping is an occasion for family togetherness, which includes: I like to go for shopping with my family; The travels and shopping during festivals with my family members will make our relationships stronger; Shopping with my family will give better opportunity and more exposure to my kids and family members to know new things and four more statements. We measured the statements on a five point itemized scale (Definitely Yes =5; Definitely Not = 1).

Festival is an occasion for exchanging Gifts: During festivals it is very common that people exchange gifts. Parents to Children – Husband to wife – Lovers – gifting during festivals within the house and our side the house. The festivals like Onam, Deepavali, Akshaya Tritiya, etc. are considered as auspicious occasions for buying and entering into new houses, marriages, inauguration of new ventures and many other ceremonies related to customers. Hence exchanging gifts are very common during festivals in Kerala. In western culture also during Christmas, several industries rely on consumers' extensive gift exchange rituals and on the wider spread deployment of ritual symbols (coloured lights, mistletoe, wreaths, Santa Claus representation) for the bulk of their annual sales (Dennis W. Rook, 1985). Two belief statements are included in this study to measure one of the motivation dimensions, Festival is an occasion for exchanging Gifts: 1) I used to give gifts to others during festivals; 2) Giving and

receiving gifts are a part of festival celebrations. We measured this two belief statements on a five point itemized scale (Definitely Yes =5; Definitely Not = 1).

Dimensions of Consumer Buying Motives During Festivals

Methodology

A set of belief statements was initially generated from the literature review of consumer buying motives and festival research pertaining to visitor motivation. The most appropriate 31 belief statements for measuring festival buying motives are selected after a series of discussions with experts in the first phase of the study.

In the motivation section of the questionnaire, 31 items were measured on a five point Likert-type scale: 1= Not at all important, 2= not much important, 3= Can't say, 4= important, 5= extremely important. Respondents were asked to indicate how strongly they felt the importance of each motivating factors for them in festival buying. Validity of dimensionality and inter correlation was evaluated by factor analysis. This motivation scale was first applied to measure festival motivations for visitors attending the 1998 World Culture Expo (Lee, 2000). Data collected from customers, based on response given by the consumer durable retailers. 300 customers were identified and the data were collected using convenience-sampling method. To reach the widest audience of consumer durable buyers during festival season, the survey instrument was initially written in English, and then translated into Malayalam also. A total of 250 usable questionnaires were collected.

Analysis

Thirty-one motivational items were factor analyzed using the principal component method and Varimax rotation procedure in order to delineate underlying dimensions of motivation associated with festival buying motives. The most common and reliable criterion is the use of eigenvalues in extracting factors. In this research, all factors with eigenvalues greater than 1 (one) were retained, because they were considered significant; all factors with less than 1 were discarded. In addition, all items with a factor loading above 0.4 were included, whereas all items with factor loading lower than 0.4 were removed. Also, any item which cross-loaded on two factors with factor loadings greater than 0.4 was removed. Remaining items were factor analyzed again, with a varimax rotation procedure when any items with a factor loading less than 0.4 were eliminated. A reliability coefficient (Cronbach's alpha) was computed for each factor to estimate the reliability of each scale. All factors with a reliability coefficient above 0.6 were considered to be acceptable in this study. Table 2 presents the results of factor analysis. All factor loadings were greater than 0.4. Relatively high factor loadings indicate a reasonably high correlation between the delineated factors and their individual items.

Dimensions for Motivation factors Table 1

Factor	Q. No.	Statements	Factor loading
<i>Festival is a time for Up-gradation and Renewal</i>	Q_2_1	Festivals are a time for Up gradation and Renewal	.665
	Q_2_2	Festivals are a time to be very happy and joyful	.768
	Q_2_3	Buying new things gives me more happiness and excitement	.627
	Q_2_4	For me, celebration of festivals are important	.433
<i>Buying new things is a festival ritual</i>	Q_2_5	Buying new things are a part of Festival celebrations	.774
	Q_2_6	The celebration will be complete and perfect only when I do a festival shopping	.789
	Q_2_7	I used to save money for festival shopping of consumer durable goods	.776
	Q_2_8	I spend money from my disposable income like bonus, and other savings to buy new things like consumer durables during festivals	.579
	Q_2_9	The availability of disposable income like bonus, and other savings are the major motivating factors to me for buying new things during festivals	.613
<i>Festival is a time to have good deals/ offers</i>	Q_2_11	During festivals the promotional schemes/ deals / offers motivates me to buy new consumer durable goods even though I don't really need it.	.525
	Q_2_13	I used to wait till festivals because of promotional schemes for purchasing consumer durable goods.	.564
	Q_2_10	The availability of good deals/ offers motivates me to buy new consumer durable goods during festivals	.475
	Q_2_12	Because of the promotional schemes/ deals/ offers during festivals and other occasions, we are getting more value for our money	.638
	Q_2_14	My festival shopping is highly influenced by promotional schemes/ deals/ offers by consumer durable companies.	.615
	Q_2_28	I used to give attention to the promotional campaigns by consumer durable companies during festivals	.596
	Q_2_29	I can get a clear idea about the products and	.717

		offers from the promotional campaigns of consumer durable companies.	
	Q_2_30	Promotional campaigns usually motivates me to buy new things during festivals	.803
	Q_2_31	Promotional campaigns usually motivates me to buy consumer durable products during festivals	.551
Festivals are auspicious time for purchase	Q_2_15	I believe in auspicious time	.883
	Q_2_16	I believe that buying new things will bring luck if it is in auspicious time	.921
	Q_2_17	I believe festivals are auspicious times	.816
	Q_2_18	I believe buying new things during bad times are unlucky	.775
Festival is a time for exchanging gift	Q_2_26	I used to give gifts to others during festivals	.895
	Q_2_27	Giving and receiving gifts are a part of festival celebrations	.823
Festival shopping is an occasion for family togetherness	Q_2_25	Shopping during festivals is a chance to escape from my packed and busy schedule.	.698
	Q_2_19	I like to go for shopping with my family	.784
	Q_2_20	Shopping with my family will give better opportunity and more exposure to my kids and family members to know new things.	.656
	Q_2_21	The travels and shopping during festivals with my family members will make our relationships stronger.	.602
	Q_2_22	I want to make my holidays happier	.719
	Q_2_23	I used to shop during my holidays	.774
	Q_2_24	I like to do my shopping in a relaxed manner	.717

Six different dimensions identified: The first dimension was labeled, as ‘*Festival is a time for Up-gradation and Renewal*’, which explained that the factor might be attributed to the fact that up-gradation and renewal is the central themes of a festival. The second dimension was labeled, as ‘*Buying new things is a festival ritual*’. The third dimension labeled, as ‘*Festival is a time to have good deals/ offers*’. The fourth dimension labeled, as ‘*Festivals are auspicious time for purchase*’. The fifth dimension labeled, as ‘*Festival is a time for exchanging gift*’. The final dimension labeled, as ‘*Festival shopping is an occasion for family togetherness*’.

To enhance our understanding of the factor structure a *cluster analysis* was performed on the motivation factors. Cluster analysis is an exploratory data analysis tool for solving classification problems. Its object is to sort cases (people, things, events, etc) into groups, or clusters, so that the degree of association is strong between members of the same cluster and weak between members of different clusters. Each cluster thus describes, in terms of the data collected, the class to which its members belong; and this description may be abstracted through use from

the particular to the general class or type. Initial cluster centers were selected by SPSS and iterated until the Euclidean distance between centroids changed less than 2%. Use of this iterative approach reduced the changes of biases entering the designation of initial cluster seeds, and assured stable clusters once the procedure met the 2% convergent criterion. Cluster analysis suggests that a four-cluster solution was most appropriate for the data of festival buyers of consumer durables.

Cluster 1: Multi-purpose Festival buyers: This Cluster found to have the highest mean scores across all the factors. Thus this cluster can be labeled as the ‘multipurpose Festival buyers’. Third largest cluster in the group. (20.69%).

Cluster 2: Ritual and auspicious time seeking buyers: This cluster has the second largest scores for Ritual and auspicious time seeking buyers. Thus this cluster can be labeled as the Ritual and auspicious time seeking buyers. Cluster with lowest number. Smallest cluster in the group (11.30%).

Cluster 3: Renewal and Family togetherness seeking Buyers: This cluster has the second largest scores for Up-gradation and Renewal and family togetherness seeking. Thus this cluster can be labeled as the ‘Renewal and family togetherness Seeking Buyers’. The biggest cluster in the group (33.33%).

Cluster 4: Deal Seeking buyers: This cluster has the second largest score for offer/deal seeking. Thus this cluster can be labeled as the ‘Deal Seeking buyers’. Second largest cluster in the group. (32.67%).

Cluster Analysis (Table 2)

	Cluster			
	1	2	3	4
Festival is a time for Up-gradation and Renewal	34.48	23.94	32.71	18.48
Buying new things is a festival ritual	23.68	21.94	13.76	10.59
Festival is a time to have good deals/ offers	26.42	17.88	20.12	25.76
Festivals are auspicious time for purchase	14.52	10.39	7.18	8.56
Festival is a time for exchanging gift	6.77	3.88	6.18	5.42
Festival shopping is an occasion for family togetherness	11.90	6.76	9.84	9.20

Major segment identified among the festival buyers of Consumer Durable goods is the segment of *Renewal and Family togetherness seeking buyers*. Durable companies can include messages

of Renewal and up-gradation in their marketing communications and plan strategies to create occasions which the entire family members can involve. Just offers and deals are not much enough or attractive for them to trigger the buying motives. The second largest segment identified is the segment of *Deal seeking buyers*. The present strategies are mainly targeted to this 32.5% of the customers. Companies can continue the present strategies to attract them. The Segment of *Multipurpose Festival buyers* are the third largest group with 20.7%. They are fun loving, intelligent and family oriented buyers. Strategies, which are focusing only certain aspects, will not be an attraction for them. So marketing managers can plan occasion-based strategies to change shopping as a pleasant and value adding experience to this segment. Ritual and auspicious time seeking buyers are the smallest segments but approximately 11.30%. They are more religious and marketing managers can plan strategies during festivals including the aspect of good times and right times which can support the customers.

CONCLUSION

Marketers should continuously scan the environment to identify motivational and behavioral triggers of the customers and how well a marketer could create strategies which organizations would fit in or to partner with the customer's aspirations, will define the success in this highly competitive market. The concept of buying Consumer Durable Goods itself is changing in Kerala as it has already reached to a stagnation point. Factors like Materialism and Social Pressure are also becoming influencing factors in purchase. Now the feel good factor and escaping from the busy schedules of office life are much important for a nuclear family. Marketing managers can focus on developing strategies to make Consumer Durable shopping during festivals as a pleasant family experience with an upgrading and renewal feel. There are some very clear segments with considerable significance of festival buyers are identified in this study and it will definitely help the Consumer Durable marketers to develop be more effective strategies to serve their customers better.

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