**Consumer Behaviour**

**June 2023**

**1. What is the process of shopping in a supermarket on how the household goods purchased?**

**From an example of your purchases and your experiences, how do you decide what is to be purchased and how? (10 Marks)**

**SOLUTION**

**Introduction**

Typically, are chain stores. The supplies come from their distribution centers controlled by their parent companies, thus increasing opportunities for economies of scale. Usually, supermarkets offer products at relatively low prices by using their buying power to buy It is only half solved

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1. **What are the approaches to the type of innovations a company should adopt so it can get a greater share of the market and can be in the number one position in the market? (10 Marks)**

**SOLUTION**

**Introduction**

**What may be the strategies to increase market share?**

Market share is an essential metric for businesses because it’s an indicator of a company’s success and profitability. A company’s market share is the percentage it controls of the total market for its services and products. It can signal dominance in an industry and also it can determine how well a company’s revenue-generating efforts are working to achieve its

**3. Case Study**

**For smartphone sales, online retail rules say to study**

**The online channel contributed 40 percent in terms of sales units and 41 percent in terms of sales value for the smartphone market in 2021, according to a report from GfK Market Intelligence. The corresponding values for 2020 were 35 percent. According to the report, overall sales in terms of units for offline retail (point-of-sales) grew by 4 percent whereas online retail sales grew by 29 percent year-to-date (YTD) till October 2021, compared to 2020.**

**This reflects the rising consumer trust in the online platform which has fueled the spike in online retail contribution to overall sales of smartphones said the report. "As markets have moved from a 'want' to a 'need' norm, it is not about the product but the lifestyle of the consumer as they've turned to teach to continue working and learning while staying at home. This has triggered some structural shifts in buying behavior. With staying at home continuing to be the norm, consumers are keen to invest in products which promise quality and longevity," Kartik Vasudevan, director-sales, GfK India, said.**

**Looking at the price trends, GfK point-of-sales data outlined an increase of sales units by 56 percent for premium smartphones between Rs 30,000-40,000. Sales also went up for smartphones priced above Rs 40,000, by 41 percent, which underlines the increase in demand for premium products. In terms of geographical penetration of the smartphone market, the overall sales in tier-5 cities, which have a population of fewer than 50,000 people, saw an 11 percent volume growth in the offline retail section YTD in October 2021, compared to 2020. It was followed by a seven percent increase in tier-3 cities.**

**Questions**

**Q3a. Why is the online platform growing for a product segment like a smartphone?**

**(5 Marks)**

**SOLUTION**

**Introduction**

According to some authentic surveys, in 2020, the online smartphone market in Indiareached its highest-