**Consumer Behaviour**

**December 2023 Examination**

**1. How do consumers react to display and promotions and make their purchases? From an example of your experiences how do you decide what is to be purchased and how and in what quantities? (10 Marks)**

**Ans 1.**

**Introduction**

The intricate dance between consumers and marketers is one that's been choreographed over many years, evolving with time, technology, and societal shifts. At its core, this dynamic revolves around the way consumers perceive, interpret, and react to displays and promotions. Businesses, aiming to attract and influence potential buyers, use a variety of tactics to make their products or services more appealing. Displays are visual representations, often engaging, and placed strategically to catch a customer's eye. Promotions, on the other hand, provide a direct incentive for the consumer, often in the form of discounts, offers, or giveaways. Both are essential tools in the marketer's toolkit, designed to persuade and guide purchase

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**2. What are the approaches a company should adopt so it can get a greater share of the market and can be a market leader? What steps should it adopt towards being the customers preferred brand? (10 Marks)**

**Ans 2.**

**Introduction**

In an increasingly globalized market, where competition is fierce and consumers are more empowered than ever, companies are incessantly seeking strategies to obtain a more significant share of the market. Being a market leader is not merely about having the highest sales or the broadest product range; it's about setting trends, influencing customer perceptions, and consistently delivering unmatched value. Market leadership requires a delicate balance of innovative thinking, strategic planning, and effective customer engagement. As companies navigate through this intricate path, a vital question emerges:

**3. Case Study**

**Brand handloom gets the e-commerce stamp**

**Over the past week, e-commerce behemoths Flipkart and amazon have announced a slew of alliances all with an unlikely set of partners—weavers associations, government ran artisan cooperatives and NGOs working with handmade and handloom products. Packaged as an initiative to mark handloom day August 7, Flipkart Christian its project, Samarth and Amazon launch its karigar store online. For both, however, these partnerships are more than just another opportunity to ramp up the numbers on their platforms semicolon they are strategic branding tools to as both look to write the growing trend for sustainable fashion, among high spending urban consumers in the country.**

**Sustainability is a global trend, as is the pressure to go local with the supply chain and the two are cashing in on the opportunity presented by the country’s stockpile of traditional weaves and products. They are also taking a leaf out of the book of small handloom market places and seller groups that have mushroomed online.**

**Handloom and handicraft buyers are urbane, digitally savvy and aware of the huge benefit that market linkages could provide the community of artisans. They are also keen to make their purchases count--for the environment and for weavers and artisans. This is an insight that almost every online handloom brand has leveraged to expand its footprint and recall. Many online influencers (also users and sellers of such products) emphasize the Weaver- market connections.**

**Consider for instance visual Lakshmi Chhabra, who has 20,000 followers and endorses handlooms from Orissa. The former AIR presenter and DG of doordarshan uses the state’s history and tradition around its ways to spread the word, old is highlighting the community responsible for the final product. Dubai based blogger Isha Priya Singh (60000 followers) promote weaves from Lucknow and educates people on the different styles followed by different weavers.**

**On the ground, involvement is important for buyers to buy into the claims made over handloom. Hand Flipkart made sure that it mentioned the file non-governmental organisation that it has partnered with and that the move will help artisans. Flipkart Samarth, the announcement explained, has been designed to support artisans.**

**“Through the five partners that we have already on-boarded, we are already connected to 30,000 artisans, we are in talks with many, many more as the scale this further. These**

**30000 sellers will create a few million jobs.” said Kalyan Krishnamurthy, CEO Flipkart during the launch.**

**Amazon said that Amazon karigar showcases over 55000 products including 270 plus unique arts and crafts from 20 States. This Program has been merged with an existing program called Kala haat, which already interfaced with artisans. “through the karigar program, we are engaging with government and handicraft bodies across the country, training craftsman to embrace online selling and enabling them to sell a wide consumer base,” sad Gopal Pillai, vice president, seller services, Amazon India. Karigar is an old program (but the E store is new) and the company said that the average sales by weavers on Amazon karigar has increased four fold over the past year.**

**The ties between the weavers and sellers have been the focus on brand building by smaller platforms that have proliferated in this space. Run down the social media timelines of Gocoop, gaatha, weavesmart, Lal10 among many others and across the board, access to weavers and artisans is the big selling point.**

**The Benefit of associating the brand with those who make the products is two fold same marketing experts. Not only do they win the approval of young consumers who want their brands to align with the right causes, it also helps cement the supply chain by winning over weavers and associated groups.**

**However, just connecting the artisans to the consumer isn't enough. Protecting the art and livelihoods of the artisans from purvey of fake, look alike and pirated product is a pressing concern, points out maneet gohil, co-founder and CEO, Lal10 a B2B handloom market place. “Policy level decisions that would bring handloom weaving back into the mainstream are a stringent geographical indication implementation legal framework by the government and accessible raw material depots for weavers, with the chance of securing credit lines for orders, among others,” noted Gohil. he have a long wishlist for the sector, but until that happens, he and other platforms hope that the band of social media influencers will push the card on reforms, as they have done with demand.**

**Questions**

**a. How is Amazon and flipkart gearing up to sell the handloom products online? What are some of the concerns regarding this segment? (5 Marks)**

**Ans 3a.**

**Introduction**

The e-commerce landscape is ever-evolving, with giants like Amazon and Flipkart constantly seeking avenues to diversify their product range and cater to emerging consumer preferences. One such avenue that has recently garnered attention is the handloom sector, aligning with the global shift towards sustainability and support for local artisans. While this presents a lucrative opportunity, it isn't without its set of challenges, especially concerning authenticity,

**b. How is this concept going to benefit the artisans in the long run? How many products are showcased from this platform? (5 Marks)**

**Ans 3b.**

**Introduction**

The burgeoning synergy between e-commerce platforms and handloom artisans represents a paradigm shift in the way traditional products are marketed and consumed. With the advent of Amazon's Karigar and Flipkart's Samarth, artisans are now provided with a broader platform to showcase their skills and products. This marriage of tradition with technology