

“The Trader’s Attitude towards Grand Kerala Shopping Festival”

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Abstract:- A state like Kerala spends a considerable amount of its revenue on GKSF with the aim of increasing shopping during the seasons of the same. It attracts tourists as well as natives for shopping from Kerala. The number of traders registered for the Grand Kerala Shopping Festival is increasing year by year. This reveals the optimism of retailers on the event and it is an indicator that their revenue has increased. The event is mainly aiming at the development of tourism and retail sector of Kerala. Hence it is found to be relevant to have a study on the topic “The Trader’s Attitude towards Grand Kerala Shopping Festival with special reference to Kerala Merchants Chamber of Commerce Ernakulam”.

Keywords- Grand Kerala Shopping Festival, The Trader’s Attitude

INTRODUCION

An exclusive shopping fest, the Grand Kerala Shopping Festival (GKSF) was first started on 2007 December 1 and continued for next 47 days and since then it became an annual shopping festival in God's Own Country. The ever-inviting borders of Kerala never leave you empty handed once you traverse them.

The Grand Kerala Shopping Festival, the signature shopping festival of Kerala, is yet another fascinating event that stands testimony to this fact. The shopping festival is conducted by the Tourism Department in co-ordination with the Industries & Commerce Department, Finance Department and Local Self Government Departments. Through this shopping festival, the Kerala Government intends to transform the state into a hub for international shopping experience and thereby launch Shopping Tourism in the state. In the process, the brand image of Kerala Tourism would go a long way to help upgrade the infrastructure of traditional marketing centre's in Kerala. Goals of GKSF: To develop the state of Kerala a prominent International trade centre. Development of the trade and commerce sector of Kerala. To propagate our traditional products and cultural heritage among the tourists who visit Kerala. To bring in branding or brand building opportunities and thus promote Kerala Tourism. To make the state the trade and tourism hub of the country. Encouraging maximum number of tourists to visit Kerala.

OBJECTIVES OF THE STUDY

- To study about Grand Kerala Shopping Festival.
- To know about traders attitude towards Grand Kerala Shopping Festival.
- To analyse the reason for non participation in Grand Kerala Shopping Festival of non-registered shops.
- To assess the effect of GKSF on sales.

RESEARCH METHODOLOGY

The study is conducted by collecting data from various sources such as primary and secondary source.

Primary data is the data which is collected by the investigator himself for the study.

Secondary data is one which has already been collected by others. It includes Company Manuals, Internet source, library etc...

DATA ANALYSIS AND INTERPRETATION

RETAILER'S REASONS FOR REGISTERING IN GKSF

The following information shows the retailers reason for registering in GKSF.

Table 3.3- Retailer's reasons for registering in GKSF

<i>Reason for registration</i>	<i>No. of Respondents</i>	<i>Percentage</i>
To promote sales	42	70.0
To reduce advertisement cost	0	0.0
To make goodwill	2	3.3
To compete with others	0	0.0
Compulsion from others	0	0.0
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

INTERPRETATION:

The reasons for the registration as narrated by the shop keepers are put forth in table3.3. It is clear from table that promotion of sales is the important reason of registering in GKSF followed by making goodwill.

SHOPS REGISTERED IN GKSF FOR THE 9TH SEASON

The following information shows the shops registered in the 9th season of

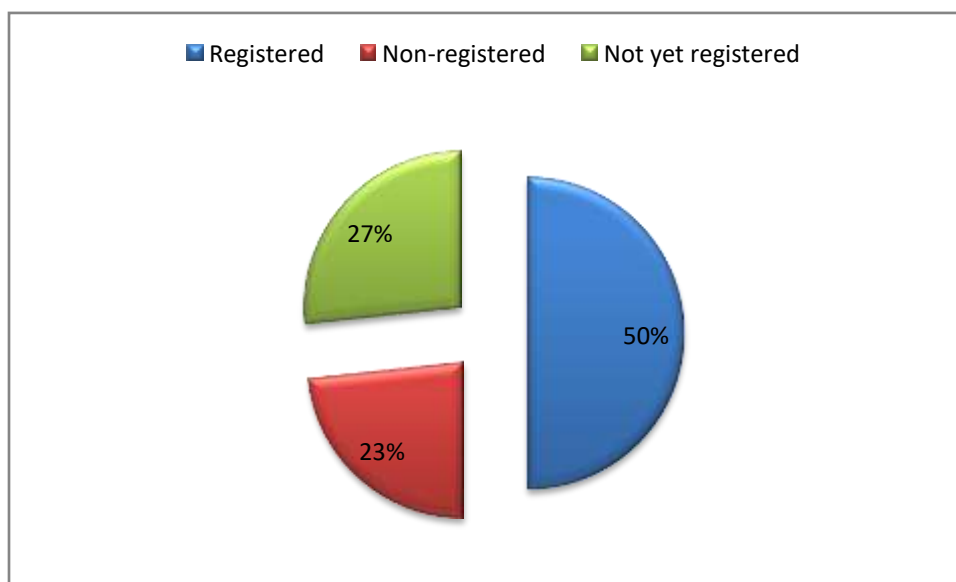
GKSF.

Table 3.4-Shops registered in GKSF for the 9th season

<i>Registered in this season</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Registered	30	50.0
Non-registered	14	23.3
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

Figure 3.4- Shops registered in GKSF for the 9th season



INTERPRETATION:

In this study total sample size is 60 and out of these 30 shops registered in the Grand Kerala shopping festival and 14 were not registered in the grand Kerala shopping festival in the last season; and the balance of them have not been registered in GKSF in any season.

RETAILERS OPINION ABOUT GKSF AS A SALES PROMOTION TECHNIQUE.

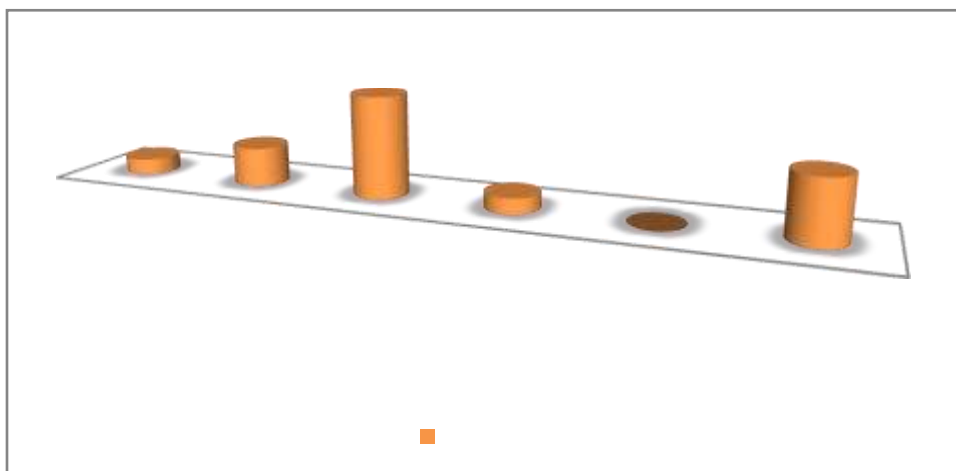
An attempt is made to know the traders opinion about GKSF, as an effective sales promotion technique.

Table 3.10- Retailers opinion about GKSF as a sales promotion technique.

<i>Effective sales promotion technique</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Strongly agree	4	6.7
Agree	10	16.7
Neutral	26	43.3
Disagree	4	6.7
Strongly disagree	0	0.0
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

Figure 3.10- Retailers opinion about GKSF as a sales promotion technique.



INTERPRETATION:

Most of the respondents have a neutral opinion about GKSF as a sales promotion technique; and only 6.7% are strongly agree that GKSF is an effective sales promotion technique. 16.7% agrees and 6.75% disagrees to the same.

PURCHASING POWER OF CUSTOMERS IN SPITE OF PRIZE PACKAGE

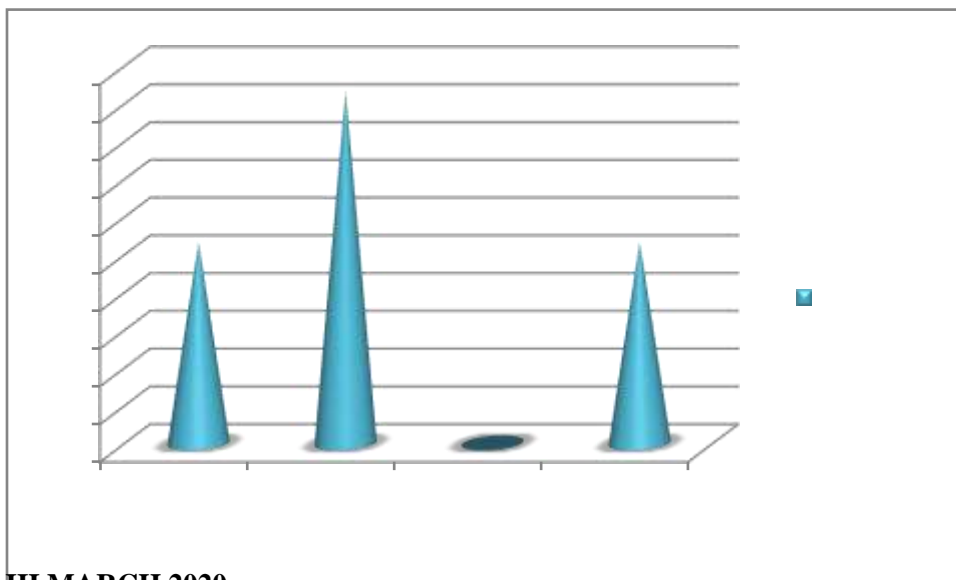
A study is made to know the change in purchasing power of customers in spite of prize packages.

Table 3.11-Purchasing power of customer in spite of price package

<i>Purchasing power of customer</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Increased	16	26.7
Remain unchanged	28	46.7
Decreased	0	0.0
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

figure 3.11-Purchasing power of customer in spite of price package



INTERPRETATION:

Most of the respondents .i.e., 46.7% clearly says that the purchasing power of customers are remain unchanged in spite of prize package offered by GKSF; 26.7% traders say that the purchasing by customers have been increased.

TRADERS OPINION ABOUT CHANGE IN REPUTATION AND PROFIT AFTER PARTICIPATING IN GKSF

A study is made to know, if there is any change in the reputation and profit after participating in GKSF

Table 3.12- Traders opinion about change in reputation and profit after participating in GKSF

<i>Participation increased reputation and profit</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Increased	8	13.3
Remain unchanged	36	60.0
Decreased	0	0.0
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

SATISFACTION LEVEL OF GKSF IN 9TH SEASON

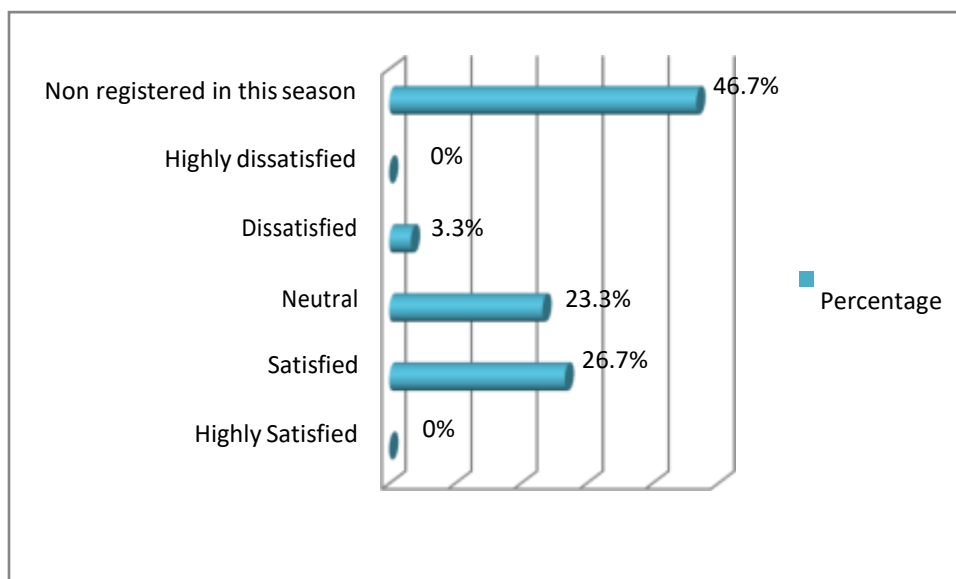
An attempt was made to know the satisfaction level of traders on conducting the 9th season of GKSF.

Table 3.13-Satisfaction level of GKSF in 9th season

<i>Satisfaction in this season</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Highly Satisfied	0	0.0
Satisfied	16	26.7
Neutral	14	23.3
Dissatisfied	2	3.3
Highly dissatisfied	0	0.0
Not registered in this season	28	46.7
Total	60	100.0

Source: Primary Data

Figure 3.13- Satisfaction level of GKSF in 9th season



INTERPRETATION:

Form this study it is analyzed that 26.7 percentages of retailers are satisfied with conducting of the last GKSF and a small portion of retailers are dissatisfied

with conducting of last season of grand Kerala shopping festival but none of the retailers neither highly satisfied nor highly dissatisfied with conducting of last season. But a 46.7% of traders are not registered in the last season. It also shows the dissatisfaction among traders.

SATISFACTION LEVEL IN PROMOTIONAL ACTIVITIES OF GOVERNMENT AND CONDUCTING AGENCY

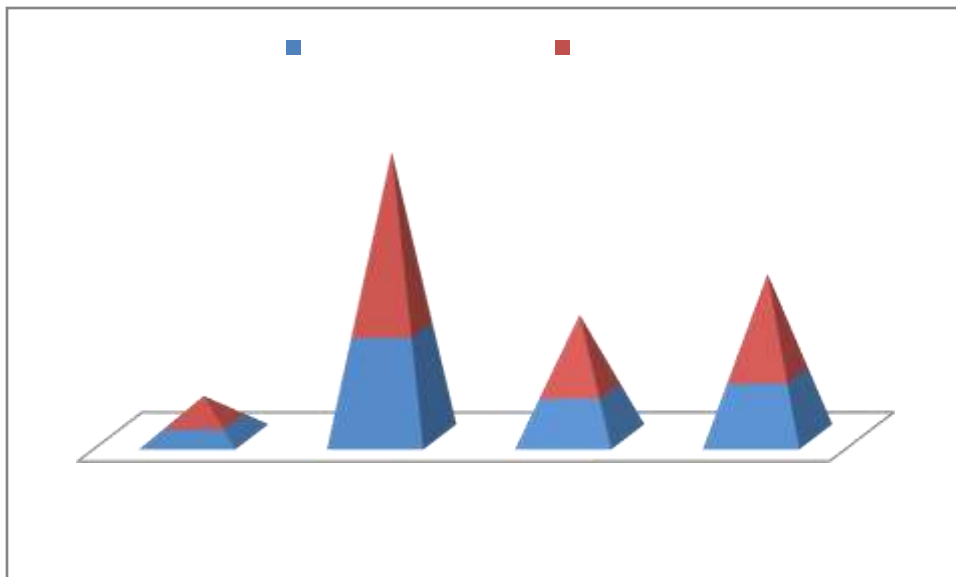
The following information shows the satisfaction level of traders in the promotional activities of Government and conducting agency of GKSF.

Table 3.14-Satisfaction level in promotional activities

<i>Satisfaction in promotional activities</i>	<i>No. of Respondents</i>	<i>Percentage</i>
Enough	4	6.7
Need more popularity	28	46.7
Not enough	12	20.0
Not yet registered	16	26.7
Total	60	100.0

Source: Primary Data

Figure 3.14-Satisfaction level in promotional activities



INTERPRETATION:

Major findings of the study are; 46.7% of the retailer's have the opinion that governments promotional activities need more popularity, 20% of the retailers thinks that the promotional activities are not enough to popularize GKSF among public only 6.7% thinks promotional activities are enough to popularize GKSF among public

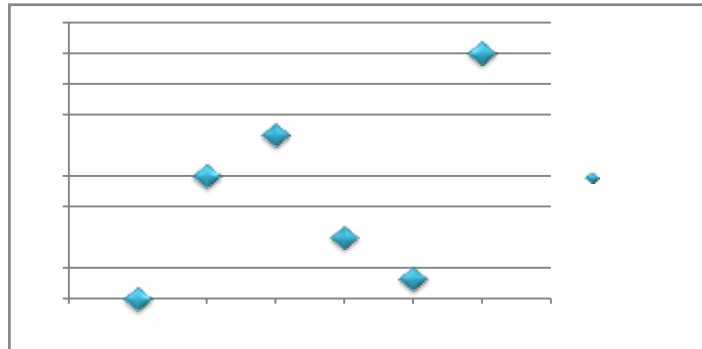
RATING OF THE 9TH SEASON OF GKSF

The following table and chart shows the rating of the 9th season compared to the last seasons of GKSF. In order to rate 5, 4,3,2,1 stars are given as the options for comparison.

Table 3.15- Rating of the 9th season of GKSF

<i>Rating</i>	<i>No. of Respondents</i>	<i>Percentage</i>
1 star	0	0.0
2 star	12	20.0
3 star	16	26.7
4 star	6	10.0
5 star	2	3.3
Not registered in this season	24	40.0
Total	60	100.0

Source: Primary Data

Figure 3.15- Rating of the 9th season of GKSF

INTERPRETATION

From the study it is clear that major percentages among the respondents are giving a rating of 3 for the 9th season compared to that of the last 8 seasons and is followed by a 20% giving only 2 stars. Only small percentages are given rating of 5 for the last season. It shows traders reducing satisfaction level in GKSF.

FINDINGS

- ❖ Most of the shops registered in GKSF come under the category of textiles (33.3%), followed by jewelers (23.3%).
- ❖ 73.3% of shops registered under the Kerala Merchants Chamber Of Commerce Ernakulam are registered in GKSF in any of its 9 season.
- ❖ 70% of shops registered in GKSF in order to promote sales during the season of GKSF.
- ❖ From the study it can be found that, only half percent of the shops are participated in GKSF for the 9th season. So there is a decrease in the participation by traders in GKSF.

- ❖ 20% of the respondents claim that there is no special benefit even after participating in GKSF.
- ❖ No one has claimed that the procedure for registration in GKSF is complicated. So it is not a factor affecting the participation in GKSF by traders.
- ❖ Most of the traders are opinion that the registration cost of GKSF is genuine.
- ❖ It was found that out of 60 respondents 46.7% of traders say that there is no increase registration cost.
- ❖ 53.3% of the shops have claimed that there is no effect on sales after participating in GKSF. So it is clear that registering in GKSF will not have any effect on sales.

- ❖ From the study it is clear, and 43.3% of the shops are claimed that, as a sales promotion technique GKSF is not so satisfactory.
- ❖ GKSF and the prize coupons offered by GKSF is not a factor which affect the purchasing power of customers.
- ❖ Out of 60 respondents, 60% of shops are of opinion that the participation in GKSF does not make any effect on their reputation and profit.
- ❖ 26.7% of the respondents are satisfied in the 9th season of GKSF. Even though 46.7% are not registered in the last season; it shows the dissatisfaction on GKSF by traders.
- ❖ Most of the respondents are of the opinion that, the promotional activities of Government and conducting agency are not enough and need more popularity.
- ❖ By ranking the 9th season with that of last 8 seasons only 3.3% are

given 5 stars and most of the respondents give only 3 stars. So it is clear that there is only a rating of 3 out of 5 for the 9th season.

CONCLUSION

A study was conducted to find out the changing attitude of traders towards Grand Kerala Shopping Festival. The area covered under this study includes the shops under the Kerala Merchants Chamber Of Commerce Ernakulam. Most of the shops registered GKSF are jewelers and textiles and the main reason is to promote sales. It was found that there are shops which have not been registered in GKSF in any of its 9 seasons and the main reason for non registration is that the traders don't get any special benefit. The participation in GKSF is decreasing from its 1st to the last 9th season. So it can be concluded that trader's participation in GKSF is reducing from season to season. So the Government and conducting agency should take steps to promote GKSF and thereby they can achieve their goals; to develop the STATE Kerala a prominent International trade centre; and to develop the trade and commerce sector of Kerala.