

A Study on Online Consumer Buying Behavior during Festive Seasons in GURUGRAM

Rani Kumari, Research Scholar, SVU, Gajraula
Prof. Peeyush Pandey Professor, Research supervisor

Abstract

The 21st century is the age of digitization, where everything from food to electronics is available online. Today consumers are aware of the benefits of digitization and are asking for more personalized dominion. While large metro consumers opt for online retail and ecommerce for most of their purchases, the trend is also slowly penetrating non-metro cities.

Increased income in the hands of a young population, a rising economy, increased access to goods and services, easy access to credit, these have contributed to the growth of new market segments and to increasing acceptance of debt, be it mobile telephones, credit cards, clothes or organized retail, which tend to spend more, especially on discretionary products. The loan facilities from businesses have expanded at a quick rate. It indicates the tremendous competition in the rapidly changing industry.

The festival sales in India are a major contributor to online sales production. The entire marketing retailers take advantage of the festival season to advertise their goods – either new ones, or inventories at heavy discounts or in other deals. The biggest shopping festival in India takes place during the October-November period when Diwali is celebrated and most of the on-line e-commerce sites provide big ticket opportunities in this Festive era. This study is an attempt to understand consumer buying behavior in India during the festive season.

Keywords: Consumer buying behavior, online marketing, festive season, digitization

INTRODUCTION

The festival sales in India are a major contributor to online sales production. All retailers are taking the time to advertise their goods, whether fresh or stock sale goods at heavy discounts or other deals (freebies, cash back, buy 1 get 1 ...), and the biggest e-commerce festival in India is held from October to November when Diwali is celebrated.

In business terms, Ecommerce gives its future customers greater accessibility, as their respective web pages can be reached almost anywhere through the internet. Electronic commerce will undoubtedly continue to grow in the global market in the near term and ultimately become a business model of great significance for a company to thrive and stay competitive on the rapidly evolving market. Based on the fact that time is energy, ecommerce showed its importance. Time plays an important business and consumer role on the business front. In business terms, Ecommerce gives its future customers greater accessibility, as their respective web pages can be reached almost anywhere through the internet. Electronic commerce will undoubtedly continue to grow in the global market in the near term and ultimately become a business model of great significance for a company to thrive and stay competitive on the rapidly evolving market. Based on the fact that time is energy, ecommerce showed its importance. Time plays an significant market and customer role on the market front.

On a company point of view, more purchases can be done on the same day with less expended for any transaction. As for the user, during their purchase, they save more time. This is why

Ecommerce is changing and replacing the conventional trading system, where a single transaction will take a lot of valuable time on both sides. A purchase or orders can be quickly completed and ordered via the internet with only a few clicks in minutes. For example, a banking transaction can take up until a couple of hours through the Internet in comparison to the traditional banking system.

It clearly shows that business- and consumer-oriented ecommerce is advantageous as payments and documents can be complemented more effectively. About 57% of e-commerce transactions occur in small cities, while the rest are eight meter. The current market in India is around INR 81,525 crore in 2014, with the travel industry almost 61 percent according to IAMA IMRB International. The trailing industry accounts for 41 percent of the overall sales and, in general, for a 20 percent share, followed closely by clothing , footwear and personal products.

India is now ranked among the top 20 developing countries with the Global Retail Development Index (GRDI) as a consequence of a rapid rise in mobile and internet services. In 1999 Mr. K. Vaitheeswaran founded the first Indian e-commerce platform Fabmart.com (now called IndiPlaza). Social media in India has also had an excellent history with e-commerce thriving on the one hand. Everybody now works on sites such as Facebook , Twitter , Google +, Pinterest etc. Some of Indians import the most common pharmaceutical items, branded and unbranded appliances, accessories and electronic products, such as mobile devices , smart phones , laptops, iPod, etc. Payments through online banking, PayPal, Paytm, PayUmoney and mobile banking are affectively contributing to the growth of E-Commerce. Availability of ebooks, songs, games and films are also accelerating the growth of E-Commerce.

2. DIFFERENT MARKETS AND RETAILERS IN INDIA

2.1. Markets

- Physical Market – Physical Market is a business where buyers join the business and communicate with the vendor face to face to purchase the product and service in the exchange of currency. Of example, shopping malls, department stores, etc. are physical markets.
- The market in which consumers are unable to personally travel to the sales firm and are not interacting with each other is not physical / virtual business. The client orders the commodity online and electronically transfers currency. Of e.g., Flip Kart, Amazon, eBay etc. some of such markets are:-
- Auction Market-Auction is the market where the goods are sold to highest tenderers and lower bidders are ignored.
- Intermediate products market — These markets manufacture raw materials for the final product.

Black Market-illicit goods such as drugs , weapons and drinks traded under the influence of illicit traders in such markets.

- Business information- Knowledge and knowledge goods on this business are sold.
- Stock market – Net securities or capital are traded in this market. There are three types of capital markets: stock exchange market; equity market in which debt instruments are traded in the form of an equity; foreign exchange market, commonly known as the currency market;

2.2. Retailers

- Department Store – Department store is a supermarket that sells a wide range of items merging multiple small shops into one business. It brings value to consumers by delivering a wide variety of goods in a given area.

- Supermarkets – supermarkets typically offer food and drinks but they need to sell clothes, electronics and other products because of consumers. This has high buying power, and it sells at cheap costs.
- Warehouse Retailers – Warehouse Retailers will stock, view and sell vast amounts of goods on the site of very small property for sale.
- Specialty retailers – Specialty retailers have special markets or goods, specialist know-how and consumers with excellent support. Through adding parts and items in the same socket, they incorporate qualities.
- E-tailer – ETailers are the retailers that provide consumers with the facility to purchase the commodity on the internet and provide home delivery so that buyers can meet themselves and access products within a large geographical region. This has low rent and depreciation, which is why it provides good rates.
- Comfort Retailer – These stores in suburban areas are available and they sell specific items at a premium price as a means of providing demand for comfort.
- Discount stores are sales on discount products by getting the discount from the manufacturers and reselling the goods before the finish, returning the remaining product for the reduced price to the manufacturer.

3. IMPACT OF E-COMMERCE ON MARKETS AND RETAILERS

3.1. Impact on Markets

- Promoting products through ecommerce products could be promoted in an interesting manner with lots of information's that directly reduce offline promotion costs to customers, because the internet can interact with numerous customers and save on advertising costs can be used in various business areas.
- Customer service can be improved as consumers can ask for specific information on the product or the competition that the product offers and can compare prices of various market places.
- Brand identity-With beautiful photographs at an inexpensive rate, new business people are able to create their brands on Internet.
- Advertisement – Marketing was historically a one-stop approach to draw consumers to make them aware of the new product or market place; but buyers can now access the competition and the company in two separate ways, compare the pricing and pose questions to online sellers via e-Commerce ads ..
- Custom items may be made available to match the customer's needs. It would make a company position on the market and draw potential buyers.
- Process ordering Traditionally, intermediaries are used to take customers ' orders which take many time and cost, but e-commerce makes order taking so easy, it reduces many times and costs and allows more sales.
- Customer loyalty-The key goal has always been to maintain a strong consumer satisfaction. It was always clients who were attracted to this, but now dealers make long-term partnerships with buyers, including exclusive discounts.

3.2. Impact on Retailers

- The sales volume of physical stores has declined due to the e-commerce which is the company's alarm signal.

- Income margin — Offline stores benefit from costs after arrival of online shops on the market. They are to sell goods in legitimate quantities that only meet their operating expenses and have no sales margin for success on the market.
- Retailers with discounts offer their goods at low rates as online stores supply consumers with hefty discounts to remain on the market to draw their buyers to offer them at discounts.
- Variety of stocks – Internet shops sell different kinds of goods on which physical stores cannot compare, because the left-over stock at the end of the year may cause the retailer substantial losses.
- Retailers with Consumer Care Offline provide different facilities that are not available for online retailers. Product maintenance and merchandise, home delivery and after-sales facilities just include e-shops.
- Window Shopping-Now reduced costs in retail retailers contribute to local shopping and internet shopping for customers. Since they have more potential clients than actual consumers
 - Advertisement-Offline retailers focus only on the advertisements so that they can attract customers and increase their sales. They do not leave a single chance to advertise.

4. CONSUMER BUYING BEHAVIOR

Market behavior depends on analyzing consumer spending behaviour. Consumer behaviour lets one understand when and why a individual buys products and services on the market. The customer behaviour analysis explains:

- When should a customer not buy a drug and why not?

When buys a product by a consumer?

- How does a customer buy a product?

Product Compartment is a field that deals with the different stages in which a customer purchases goods or services for his end-use.

How do you think that a individual purchases a product?

The object of social status

How don't you think a person buys a product?

No income / budget / financial restriction criteria taste

How do you think the customers buy goods?

Birthday anniversary or other memorable events Festive season

Yes, there are many variables that influence a consumer's preference of psychological, social, economic and so forth.

5. Objectives

Apart from other criteria, the analysis is being performed to consider the following main parameters in the survey:

1. Several aspects that significantly lead to festival sales, which decide the purchasing behavior of the customer.
2. The number of people shopping online

6. METHODOLOGY

Collection of primary data with a select sample of 30 people. A questionnaire was created for Google online, which included questions which evoked specific user reactions. The responses were coded and entered in SPSS in the form of tables and charts for generation of various rates of performance measurement.

TABLE 1:- GENDER

GENDER	FREQUENCY	PERCENTAGE	VALID PERCENTAGE	CUMULATIVE PERCENTAGE
MALE	12	40	40	40
FEMALE	18	60	60	100
TOTAL	30	100	100	

TABLE 2:- AGE GROUP

AGE	FREQUENCY	PERCENTAGE	VALID PERCENTAGE	CUMULATIVE PERCENTAGE
BELOW 20 YEARS	5	16.7	16.7	16.7
20-30 YEARS	18	60	60	76.7
30-40 YEARS	7	23.3	23.3	100.0
TOTAL	30	100	100	

Interpretation

- . The percentage of Males and Females respondents are almost the same.
- . Age wise, most of the respondents are above 20 years up to 40 years with 60% from the 20 to 30 years age bracket.

PIE CHART (1)



Interpretation

The above pie chart reveals that nearly 76.7% of the respondents shop during a festival sales (note: the others are also online shoppers but need not shop during a festival sale)

PIE CHART 2



Interpretation

The above pie chart reveals that 62.97% of the respondents wait for a festival sale before they decide on purchasing a product and 36.9% do not wait for a festival sale, they just purchase as when they need the product. This reveals the eagerness of the consumer and the popularity of festival sales.

TABLE 3:- Different Websites Comparison

Different Websites Comparison	Frequency	Percentage	Valid Percentage	Cumulative Percentage
NO	5	16.7	16.7	16.7
YES	25	83.3	83.3	100.0
TOTAL	30	100	100	

Interpretation

A simple frequency on the variable —Different Websites Comparison which tries to find out how many respondents refer different websites before they decide on shopping from a particular website reveals that 83.3% respondents do so.

TABLE 4:-Customer Perception

Customer Perception	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Organised retailers have larger inventories of groceries than small grocery shops	7	23.33	23.33	23.33
I visit the site because it works ethically about product/services	5	16.66	16.66	40
I visit the particular site because they give discounts on MRP	6	20	20	60
I visit the site because price are cheaper	4	13.33	13.33	73.33
I visit particular site because of new price offers	2	6.66	6.66	80
I visit particular site because they	6	20	20	100

gives discounts at the time of festival.				
TOTAL	30			

Interpretation:-

From the above table it is easily analyzed that 23.33% of respondents perception is that, they get more organised thing in their specific site and in a decent manner.

TABLE 5:-Customer Attitude

Customer Attitude	Frequency	Percentage	Valid Percentage	Cumulative Percentage
I visit the particular site because it is well known.	18	60	60	60
I visit the particular site because somebody has suggested me.	2	6.66	6.66	66.66
I visit the site because products are classifies properly.	7	23.33	23.33	90
I visit the site because prices are clearly visible.	3	10	10	100
TOTAL	30			

Interpretation

From the above table it is been analyzed that 60% of customer visit to website or do shopping from their reliable store.

TABLE 6:-Promotional Measures

Promotional Measures	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Weekly price offers	15	50	50	50
I visit the site because layout of the website help me to search the	5	16.66	16.66	66.66

product				
I visit the website because credit card facility is available.	10	33.33	33.33	100
TOTAL	30			

Interpretation

The table explains that 50% of respondent get attracted towards online shopping because of their weekly price offers.

TABLE 7:- SERVICES OFFERED

Services Offered	Frequency	Percentage	Valid Percentage	Cumulative Percentage
I visit the website because there is promptness in services	4	13.33	13.33	13.33
I visit the particular site because of its long working hours.	2	6.66	6.66	20
I visit the particular site because handling of customer complains is prompt.	7	23.33	23.33	43.33
I visit the particular site because they provide error free sales transactions	6	20	20	63.33
I visit the particular site because stock out situation won't exist always.	3	10	10	73.33
I visit the particular site because	8	26.66	26.66	100

purchases are easy.				
TOTAL	30			

Interpretation

This table elaborate that 26.66% respondents believe that services offered by their site are easier and they can purchase easily.

TABLE 8:- Role of Brand

Role of Brand	Frequency	Percentage	Valid Percentage	Cumulative Percentage
I purchase only branded products	10	33.33	33.33	33.33
I check price before selecting a branded product	12	40	40	73.33
Price of product is more important for me rather than brand	5	16.66	16.7	90
Taste is more important for me rather than brand	3	10	10	100
TOTAL	30			

Interpretation

40% of respondents believe that price of brand attract them more rather than other facilities.

BENEFITS OF CUSTOMERS DURING COVID-19 TOWARDS E-RETAILING

1. Strong health-care transactions
2. Reactive control of wellbeing
3. Preparation of the trash
4. Work planning quarantined
5. Remote life
6. To lead a modern everyday life.

TRUST AND LOYALTY TOWARDS ONLINE SHOPPING

1. Favor the change
2. Expectations handle
3. Encouraging warmth
4. Using discounts and loyalty services
5. Consumer Service Priorities

SUGGESTIONS & CONCLUSION

The detailed research showed that festival sales were also highly favorable for the promoters in a survey study of 30 people from Gurugram and 60 percent from the 20 to 30 Years old age group. Marketers will take a systematic approach in designing publicity strategies to sell their goods in numerous ecommerce websites during a festival sale. Amazon and Flipkart are their biggest sales wayer. Is it not appropriate to approach men and women in different marketing campaigns as the proportions of sex shopping during festivals are identical? The approach to interacting with banks and providing deals on cards is very successful as the review indicates.

This should be argued if advertising activities should be spread evenly over any of the days of an event, as we can only assume the day and cost are not connected because the research is done on the first or the last day. Fiast sales and product campaigns can be more targeted at women, as their purchasing behavior is very impulsive and they do not wait until a festival sale. The scope of this study is still to be reviewed in further terms of the questionnaire and the sample count increased and a detailed study subsequently conducted.

Shopping online is steadily rising fast. Many people use the comfort of their homes for purchasing products online. More than 60% of today shop online, since it is a convenient shopping mode with a mouse click. Ecommerce changes our way of life. By offering new opportunities for entrepreneurialism and marketing e-commerce has a very strong impact on NCR region socio-economic status. E-commerce impact on engineering and management Students have influenced employment industries

The technological and organization aspects of e-commerce, as well como the strong website user with their own skills and attitude, are taken into account by large and small companies which have adopted and used e-commerce and. On the other hand, the majority of consumers have to keep pace with the services offered via Internet by companies and use them efficiently. Thus, they have to exchange not only money and products but also information and mutual trust for successful transactions between consumers and companies.

E-trade has been defined simply as using the electronic network range to simplify, resolve, improve and accelerate the various business processes and phases such as the purchase and distribution of goods and services. E-commerce The Internet, which is a hierarchical framework, is the primary driver of e-commerce. The use of websites for industry has created a significant impact and global presence in comparison with other media. E-commerce has given engineering and management student's job opportunities.

REFERENCES

- [1] Ahuja, R.D.B. and K.M. Stinson (1993). „Female-Headed Single Parent Families! An Exploratory Study of Children’s Influence in Family Decision Making.” *Advances in Consumer Research*. 20. 469-474.
- [2] Alda Heunis (2003). „Responsible Marketing to Kids” *Public Relations News*. (August). from http://www.biz_community.com
- [3] Atkin, C. (1978) „Observation of Parent-Child Interaction in Supermarket DecisionMaking.” *Journal of Marketing*. 42. (October). 41-45.
- [4] Bahn, K.D. (1986). „How and When Do Brand Perceptions and Preferences First Form? A Cognitive Developmental Investigation.” *Journal of Consumer Research*. 13. (December). 382-393.

- [5] Bakshi Vikram. „Kids are No Longer Passive Members of the Family.“ Kid Pulse. <http://www.agencyfaqs.org/> Bansal, R. (2004).
- [6] Aliens.“ Business world. (June). <http://www.businessworldindia.com/June2804/coverstory05.asp>.
- [7] Barletta Martha (2003). „Build Sales and Boost Share by Tapping into Women’s Buying Power.“ Sales and Marketing Excellence. (February). www.martha.barletta@trendsight.com.
- [8] M.L. Hoffman and L.W. Hoffman (Eds.), New York : Russel sage. 169-204. [cited in Carlson and Grossbart (1988)].
- [9] Belch, G., M.A. Belch, and G. Ceresino (1985). Parental and Teenage Influences in Family Decision-Making.“ Journal of Business Research. 13. (April). 163-176.
- [10] The Economic Times, 2016; available at http://articles.economictimes.indiatimes.com/2014-0119/news/46346815_1_e-commerce-activities-offline-delhi-ncr
- [11] The Times of India, 2016; available at <http://timesofindia.indiatimes.com/tech/jobs/E-commerce-industry-as-acareer-option-An-overview/articleshow/40405068.cms>
- [12] Matthew S. Eastin, “Diffusion of E-commerce: An Analysis of the Adoption of Four E-commerce Activities,” Telematics and informatics, Vol.19, Issue.3, pp. 251-267, 2002.
- [13] Gibbs Jennifer, Kenneth L. Kraemer, and Jason Dedrick, “Environment and Policy Factors Shaping Global E-commerce Diffusion: A Cross-Country Comparison,” The Information Society, Vol.19, Issue.1, pp. 5-18, 2003.
- [14] Amit Saha, “The impact of online shopping upon retail trade business,” National Conference on Advances in Engineering, Technology & Managemen, Assam, pp.74-78, 2015.