



To Study The Buying Behaviour Of Online Consumers With Regard To Promotional Schemes

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ABSTRACT

In today's world, the consumers needs, wants, desires are changed also there is change in the behaviour for buying products in online and in offline market too. Online platform is quite in trend and hence to understand the buying behaviour of consumers in the online market based on the promotional schemes is necessary for the marketer's to attract the customers and the sales.

The more the sales the higher the profits hence companies appoint marketers to attract the crowd, understanding the behavioral and buying patterns of the consumers can help them achieve their goals.

INTRODUCTION

The only motive to study the buying behaviour of consumers towards the promotional schemes is to derive how does a change in the offers, discounts can change the buying ability of the consumer. There are many promotional schemes like buy one get one, products at discounted prices, festival offers, free gifts, etc. these grabs the attention and consumer tend to buy more at such times than usual. This is a good technique used by the marketer's to increase the sales.

As per the statistics, around 2.14 billion people in the world shops products online in the year 2021. Which is quite a huge number. People's lives have been easy since online shopping entered the market as they can conveniently shop at any place and at any time in the world and can buy and sell from any corner in the world. The number of consumers buying online keeps on increasing day by day with time.

RESEARCH PROBLEM

Even though there's a huge number of population who shops online but there are people who prefer buying products offline as there is a lot of things that comes in the minds of consumers - following are few problems that leads to offline buying of products.

1. Lack of physical contact with the products
2. Reviews about a product can change the mindset of the consumers
3. Consumers can't bargain in online shopping
4. Habitual of buying products offline
5. Delivery issues
6. Fraud
7. Price difference
8. Quality of products and services can not be upto mark
9. Higher shipping charges
10. Can't ask about queries of a particular product

RESEARCH OBJECTIVES

1. How many buyers people pay attention towards promotional schemes is understood through studying buying behavior
2. To study consumers behavior while buying online
3. The frequency of buying products online
4. The buying tendency during promotional schemes
5. The mouth to mouth publicity, or reference given by the consumers by telling their friends and family
6. To find out which kind of offers do online consumers prefer
7. Impact of promotional offers on the quantity of purchase

MAJOR SHOPPING WEBSITES

1. Amazon
2. Flipkart
3. Lenskart
4. Meesho
5. Myntra
6. Urbanic
7. Snapdeal
8. LimeRoad
9. ShopClues
10. Nykaa
11. Tata Cliq
12. eBay

Product type

There are different types of product lines in the online websites like household items, clothing, electronics, based on gender, age, etc. As per preference and people the products are available in a variety of ranges and in different price ranges.

LITERATURE REVIEW

The development of social media marketing

Social networking and social media are increasing in popularity in recent years worldwide. There are billions of active users in social media applications like Facebook, Instagram, Snapchat, etc. And as per statistics in 2021 2.4 billion population buys products online. The unique aspects of these platforms make them grab the attention of people.

Social media has many advantages as it helps to connect people in every corner of the world and in the comfort of our place. Different types of people give their opinions on certain topics, learn new things, get quick updates, etc.

Social media websites provide an opportunity for the companies to engage with the customers, solve their queries, take feedback, resolve complaints, etc. This helps in gaining the trust and interest of the customers towards the company.

Power of social media is not unknown to these companies and hence they try to grow on such online platforms too and expand their business.

Segmentation of social media users

Segmentation brings better understanding of consumer behavior, hence to obtain desired results several marketing activities have been targeted, many studies have been employed to achieve the segmentation of consumers who interact online, to examine their online shopping behavior.

Vellido et al. (1990) investigated consumers' opinion on online purchasing and online vendors that seem to consist of underlying dimensions "control and convenience," "trust and security," "affordability", "ease of use," and "effort/responsiveness" using these dimensions as a segmentation base discerns seven segments: "unconvinced" security conscious," "undecided," "convinced," "complexity avoiders".

Starting from customers' motivation to use the internet, Mc Donald (1996) segmented the internet audience as "avid adventures," "fact collectors," "social stoppers," and "entertainment seekers"

Also, Brengman et al. (2005) performed a cluster analysis based on seven factors such as "perceived self-inefficacy", "internet logistics", "internet distrust", "internet offer", "internet convenience", "internet window shopping".

RESEARCH METHODOLOGY

Research design -As per the research topic we have to use descriptive research design.

Data collection -

Source of data

Primary data:

- Primary data consists of original data which is collected by the researcher based on the online or offline survey
- The data was collected through online survey, with a questionnaire for studying the buying behaviour of consumers

Secondary data:

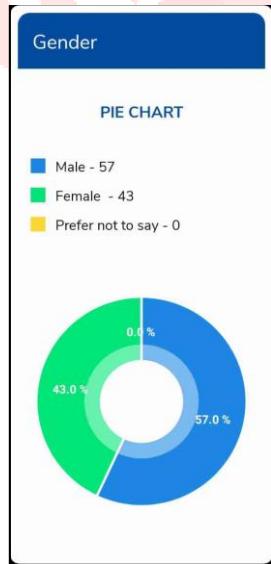
- Quantitative data is said to be secondary data which is already collected by someone else
- We take reference from previous data which is related to our topic
- It consists of literature review and reports

DATA ANALYSIS AND

INTERPRETATION

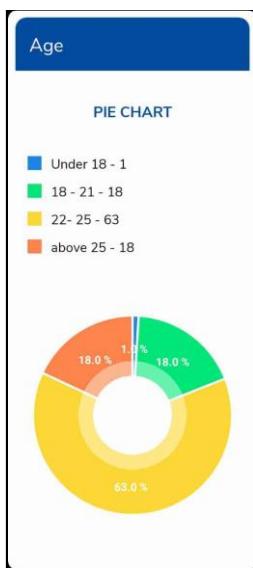
Following are few of the responses we got through the online survey:

Gender -



Interpretation:

From the responders 57% of the people were male population and 43% were females.

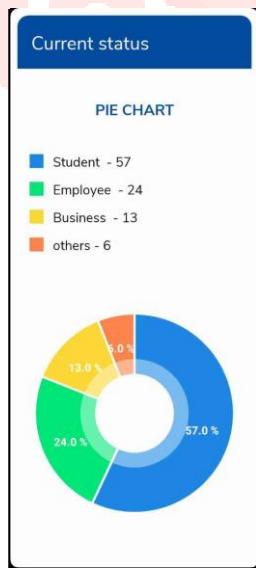
Age -**Interpretation:**

1% of the responders were under the age of 18 years

18% were between 18 to 21 years old

63% which was the highest amongst other ages were between 22 to 25 years old

18% were above 25 years old.

Current status -**Interpretation :**

57% which is the highest among other categories were students from different institutes

24% were employees of the companies

13% were the responders who owns and works in business

And 6% were from other categories.

Income-**Interpretation:**

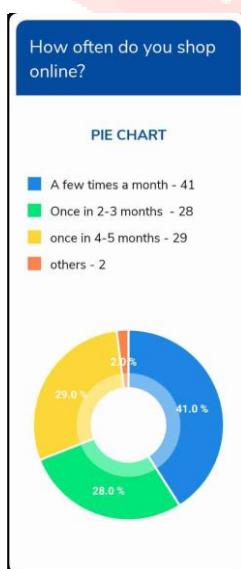
12% responders income was less than 2 lakhs

13% responders income was between 2 lakhs to 4 lakhs

13% responders income was between 4 lakhs to 6 lakhs

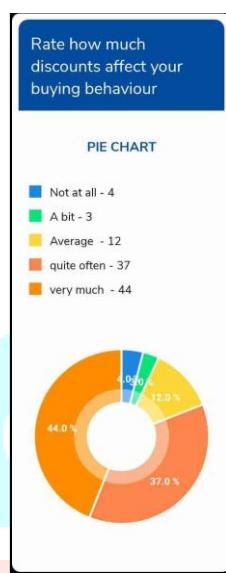
13% responders income was more than 6 lakhs per annum

49% which is the highest among other categories were the not applicable category where they are mostly students.

How often do you shop online -

Interpretation:

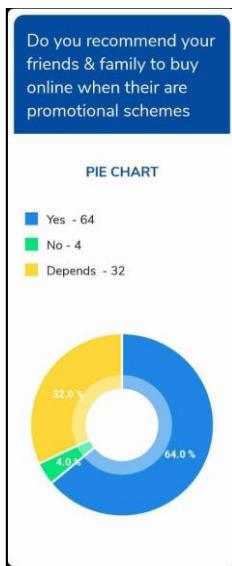
41% which is the highest amongst other categories buys products a few times a month online
28% of the responders buys once in 2 to 3 months
29% of the responders buys once in 4 to 5 months
2% of the responders are the ones who have a different buying pattern which is not mentioned above or their buying pattern changes from time to time.

Rate how much discounts affect your buying behavior -

Interpretation:

4% are the responders who has no effect of the discounts on their buying patterns
3% are the responders who has a small (a bit) effect on the discounts
12% are the responders who has average amount of change in the buying behavior
37% are the responders who has quite more effects on buying behavior
44% these are the responders who has the most effect on the buying behavior based on the discounts.

Do you recommend your friends and family to buy online -



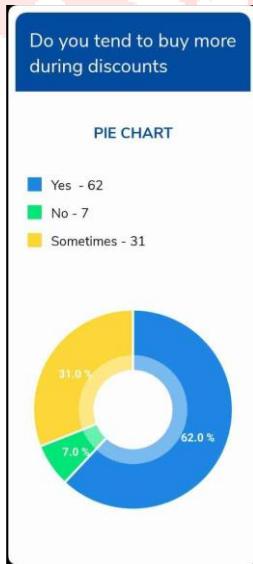
Interpretation:

64% are the responders who tends to recommend their friends and family members to buy online if their are promotional schemes

4% are the responders who don't recommend

32% are the responders who as per the promotional schemes recommended and sometimes not

Do you tend to buy more during discounts -



Interpretation:

62% responders tends to buy more during the promotional schemes

7% don't buy more even their are promotional schemes

31% are the responders who tend to buy more sometimes less as per their choice .

CONCLUSION

As per the research it can be said that people buy online more if there are promotional schemes and even recommend it to their friends and family and this helps to more publicity for the companies, the responders even tend to buy more if there are discounts on the online products.

It is also observed that the more the income the higher the buying behavior and higher the discounts higher the buying behavior. Hence to increase the sales marketers must provide more promotional schemes to the buyers this will attract the crowd and increase the sales and eventually profits.

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