

CONSUMER ONLINE BUYING DECISIONS:- IN SPECIAL REFERENCE WITH HAPPOZ.COM PVT LTD,HYDERABAD

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ABSTRACT

Consumer online buying is the latest process which has emerged out of the Business to customer model ,this buying process has gained significance drastically as in present competitive times ,customers is taking into consideration ease of service, less time, products under one roof, variety of goods, affordable pricing, convenient payment methods ,facilities and effective sales promotional offers .This study is undertaken in special reference with Happoz.com which deals primarily with online selling of mobile brands ,primary and secondary method of data collection is adopted .This study is being done with the online customers at Hyderabad market .In the present competitive scenario, companies are facing neck to neck competition in this market, big brands like Amazon,Flipkart,Alibaba have proved that ,if the marketing mix strategies namely Product,pricing,promotional,place mix is being implemented judiciously it will result in retaining existing customers, creating new ones and increasing the profits of thee business multifold and attainment of organizational objectives.

KEYWORDS: - Consumer, Marketing mix, Online Buying, Business to customer, Products, Sales promotional offers

I. INTRODUCTION

Online buying is a medium that is taking off in extremity in pretty much every aspect of the world and is utilized for a various of causes by people, governments, colleges and organizations. These days, the term web is as a business apparatus for organizations and people. Web turned out to be over again middle person among organizations and their clients. Today, the online buying is an open, helpful and self supporting office available to a huge number of people overall these days and is acknowledged as a critical powerful correspondences channel testing with the customary ones, for example, radio, magazines, and TV. An online business offers unique methods for online interchanges with correspondences contrasts devices that need a superior choice of their impact on client interchanges. This mode of buying has proved that world dynamics are changing rapidly ,customized marketing has become the need of the hour. Consumer online buying capacities include choices

for gathering data, buying a merchandise, or portrayal a help. Online innovation by buyers worldwide progression takes into consideration the extension of web based shopping alternatives past conventional strategies, which might be additional time squandering. With a developing number of people turning towards the web and the universe of internet business to shop, endeavor, make installments, and complete web based banking, new mechanical progressions should come to fruition to make these exchanges secure. The development of people are floating towards progressively comprehensive utilization of the web as innovation comfort, data accessibility. Buyer conduct is the major of doing every business. Also, organizations keep on building up an online nearness, they are finding that a few customers are as yet hesitant to switch in that equivalent heading.

India is one of the biggest internet user database, which crossed the one hundred million mark lately with higher connectivity, booming economy and higher spending energy helped the Indian ecommerce market revenue to go to a greater heights .. The goal is to discover elements that affect on-line buying of merchandise, psychographic group of consumers and the shopping for decision process. Our findings should be able to help the online listings of various type of products in happoz.com and to be used as a specific segment of consumers. This may also allow adding or removing product features which are important in the buying decision process.

OBJECTIVES OF THE STUDY

- To study the consumers awareness towards happoz.com
- To study the factors and attributes influencing products of happoz.com
- To study the process of consumer buying process over the website of happoz.com
- To determine the key words to be analyse for product purchased by consumers over the internet
- To study the average frequency of purchase on the happoz.com by a consumer.
- To give suggestions to create awareness's and use of online services websites keeping in mind the consumer buying behaviour.

II. RESEARCH METHODOLOGY

RESEARCH DESIGN

The exploratory research conducted on over 50 respondents on further analysis the research objectives and to determine the factors affecting the primary research objective. With the set of 16 questions, we could finally, conclude on some of the key factors to be further explored in the research. The research was administered and in person for 15 days in Hyderabad. The methods used for survey are questionnaire administration and respondents filling out the responses themselves.

SAMPLING

A Sampling Design is a definite plan for obtaining a sample from a given population. It refers to the procedure adopted in selecting items for the sampling designs are as follows

METHODS OF SAMPLING

- Non-probability sampling method: - it is a sampling technique where the samples are gathered in a process that does not give all the individuals in the population equal chances of being selected.
- Convenience sampling: - a convenience sample is made of people who are easy to reach. For the research, i have visited different types of consumers with email marketing strategy to know their interest and prior product to choose in happoz website on convenient basis.

SAMPLE SIZE

This survey was conducted for 50 respondents and sample was based on affordability criteria. The respondents were picked up randomly.

SOURCES OF INFORMATION

The study was conducted by the means of E-mail survey with respondents and the information given by they were directly recorded on questionnaire. For the purpose of analyzing the data it is necessary to collect the vital information. There are two types of data, this are :-

PRIMARY DATA

Primary data is the data which is collected by the researcher directly from his own observations and experiences. Primary data are those data which are collected for the first time, taking a sample, representing a population. It is not a published data. In this research, questionnaire has been used.

SECONDARY DATA

Secondary data are those data, which are already published. It may be useful for many other people than researcher who has published it. It may be useful for many other people than the researcher who has published it. There are various sources of secondary data collection. Government sources, which includes development of census report, central govt. records and state & local government records.

The following secondary data sources have been used in this research-

- Books
- Journal HBR
- Happoz.com

TECHNIQUES USED FOR DATA ANALYSIS

- ❖ Likert Scale
- ❖ ANOVA
- ❖ Descriptive analysis
- ❖ Cronbach Alpha Test

DATA ANALYSIS

Consumer purchase behaviour (dependent variable) is investigated by a structured questionnaire consists of more than 35 items (factors of online consumer market as independent variable) and with the help of Principal Component Method of factor Analysis, significant component or factor would be extracted. The questionnaire were administered mostly in Hyderabad .The factors were measured on a Likert scale on one hundred respondents and the measures were subjected to SPSS giving the following output.

MEASURE OF REALIBILITY TEST

.NO	MEASURE	CRONBACH ALPHA
	CONVENIENCE	.745
	VARIETY	.856
	SALES PROMOTION	.765
	CUSTOMER SERVICE	.749

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.778
Bartlett's Test of Sphericity	
Approx. Chi-Square	2696.958
Df	45
Sig.	.000

DESCRIPTIVE ANALYSIS

DESCRIPTIVE STATISTICS					
	N	Minimum	Maximum	Mean	Std. Deviation
CE	50	1.0	5.00	4.0129	.97651
VARIETY	50	1.0	5.00	3.4505	.84521
SALES PROMOTION	50	1.5	5.00	4.5247	.83659
CUSTOMER SERVICE	50	1.0	5.00	3.4244	.84542
VALID N (LISTWISE)	50				

KARL PEARSON'S COFFICIENT OF RELATION

S .NO	VARIABLES	CORRELATION VALUE	STATISTICAL INFERENCE
1	CONVE NIENCE	.078	P>0.05 Not significant
2	VARIET Y	.056	P>0.05 Not significant
3	SALES PROMOTION	.025	P>0.05 Not significant

4	CUSTOMER SERVICE	.036	P>0.05 Not significant
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III. LITERATURE REVIEW

This research aims at finding out the factors affecting the consumers buying behavior of services over the internet. By reading the literature concerning consumer characteristics and online consumer characteristics, we believe to find certain implications for certain factors that are of importance to online customers. The internet is a worldwide accessible series of computer networks that transit data by packet switching using the standard internet protocol. It is a 'network of networks' that consists a million number of smaller domestic, academic, business and government networks, which together carry various information and services such as electronic mail, file transfer, interlinked web pages, and other documents of the world wide web. Originally the internet was used by academics, research scientists, and students; however the scenario has changed as commercial organizations have moved to incorporate the world wide web into their promotional campaigns, and by offering the facility of online purchasing. The internet has evolved into a worldwide accessible marketplace for information exchange and e-commerce. The strategic importance to be available for consumers on the World Wide Web for information and services has become particularly relevant to firms.

According to **Vesterby and Chabert (2013)** the internet can make it easier for companies to have the information of the products and services available to their customers or potential customers. A company can satisfy consumers individual needs of information at a low cost in comparison to sending out product brochures. As the user can choose information from the websites, which implies that the information provider can achieve better understanding of the user's needs and wants by collecting data. On the other hand, the internet is a place with hardly any structure or rules: therefore, large efforts are needed in order to show the consumers where a specific site is located, and what services are available on that site. **Vesterby and Chabert (2011)** claim that companies with no physical presence must market themselves considerably, both online and offline for consumers to remember their name. Whether there is the traditional market or online market, the marketer must understand the consumer and how he/she makes decisions and purchasing choices because the consumer is under a constant flow of stimuli for the marketers advertisements. The marketer has the possibility to decide and to control the output that will be forwarded to the consumers, but when the advertisement reaches the Consumer that control comes to an end. The consumer then interprets the information that has been seen out in his own way based on specific factors of every consumer. Therefore, marketers have developed different theories that explain why consumers interpret information in a certain way, and thereby understand certain behaviors. **Allred Smith and Swinyard (2015)** identified the online consumer to have the following characteristics: younger, wealthier, better educated, having a higher computer literacy, and are bigger retail spenders. **Donal Rogan (2016)** explains the relationship between behavior and marketing strategy. He states that 'Strategy is all about increasing the probability and frequency of buyer behavior requirements for succeeding in doing this

are know the consumer and understand the consumers needs and wants. Buyers characteristics are important theories of **Kotler and Armstrong (2007)** and it explains the way that consumer interprets and receives the stimuli from advertisements.

- **ONLINE CHARACTERISTICS OF CONSUMER BEHAVIOUR**
- ❖ **DEMOGRAPHICS:-** Age, Income, Occupation, Gender
- ❖ **GEOGRAPHICS:-** Country, State, Regions, City
- ❖ **PSYCHOGRAPHICS:-** Motivation, Perception, Learning
- ❖ **BEHAVIOURAL:-** Lifestyle, Attitude, Personality

ADVANTAGES AND DISADVANTAGES OF PURCHASING SERVICES OVER THE INTERNET

- **ADVANTAGES OF ONLINE PURCHASING OF SERVICES**
- ❖ Customer ease
- ❖ Availability of the product and services round the clock
- ❖ Adequate and convenient pricing
- ❖ Suitable promotional offers
- ❖ Customised deals
- ❖ Time saver

DISADVANTAGES OF ONLINE PURCHASING OF SERVICES

- ❖ Fraudulent promotional offers
- ❖ Refund issues
- ❖ Fraud in credit and debit cards
- ❖ Dissatisfaction in expectations

COMPANY PROFILE

The Company was formed on 15th august 2016. The promoters and owners of the company are Varun Agarwal, Raju Prasad, Manasa Chevula. **Happoz.com**: A very easy way to Buying customized products in few clicks!. **Happoz** is India's best designer brand to Buy Phone Cases, Mobile Accessories, Back Covers, Printed Mugs Online for Apple iPhone, Samsung, Motorola, Lenovo, Xiaomi, Coolpad, Micromax, OnePlus & Google Nexus etc. **Happoz.com** e-connects both buyers and seller of local makers of back cover cases and other innovative developer of products to meet current market demands and also produce customized products for customer demands within time sensitivity.

OBJECTIVES AND GOALS

1. Improve customer relationships.
2. Expand products and services.
3. Expand overseas.
4. Expand partnerships.

THE BUSINESS PROCESS OF HAPPOZ

The following is the business model followed by Happoz.com :

- The first step is to approach of different customers online data gathered and convince them to regarding Happoz products. The details of various type, size and design prices are negotiated and updated on the website for audience to see.
- The next step is to market the event and create social media posting on popular social media pages to market Happoz products. Retailers and exhibitors are contacted via telecalling, emails, messages and other source and made aware of the products.
- The exhibitors visit the website and book as per the requirement of products for their customers online and make payments.

IV. FINDINGS OF THE STUDY

The followings are the findings of data analysis of the questionnaire prepared to study the consumer buying decisions of happoz.com.

- The education level of almost all the respondents is high which shows that they can use latest technology to run their business.
- 60% of the respondents say that they use internet for buying services almost every day. This makes it easy to create market for happoz.com
- 70% of the respondents use internet for business purpose. It would be easy for happoz.com to make its place in the mindset of the consumers.
- 50% of the respondents say that they spend rs 5000-8000 on buying services over the internet. The purchasing power is quite high of the potential consumers of happoz.com
- Most of the respondents say that they reach to a website by using android application or by searching on the search engine like Google happoz.com

- 30% of the respondents are attracted by the provision to communicate with the company and users of the website.
- 40% of the respondents say that opinion of friends and colleagues do influence their buying decision. 60% of the respondents say that opinions of family do not influence their buying decision. 70% of the respondents say that opinions and discussions on consumer forums influence their decisions. 50% of the respondents say that price plays an important role in their buying decision. 15% of the respondents say that factor of quick service influences their buying decisions. 40% of the respondents say that time saving factor influences their buying decisions.
- Price is considered as a crucial factor while purchasing a customized product. 80% of the respondents say that the factor is important for them when they make a purchase of product online.
- The following are the ratings given to happoz.com
 - Concept 86% rating 8
 - 30% design rating 5
 - 25% quick service rating 5
 - 40% variety of products rating 1
 - 30% website design rating 5
 - 35% payment options rating 5
- 60% of the respondents are satisfied with the services offered by happoz.com

V. RECOMMENDATIONS OF THE STUDY

- Happoz.com should make an android application of their website so that it becomes easy for the customers to search for products by using an application.
- The website should also focus on user forums and feedback systems.
- Colleagues and friends opinion plays a very important role while purchasing a product online or using the service happoz.com. the company should provide good services and focus on word of mouth publicity rather than going for any other advertisement programs.
- India is a price sensitive market. Happoz.com is known for providing low priced services. It should try to maintain that image in the minds of the consumers and continue to provide low cost quality services.
- Happoz.com should try to increase the variety of designs and products in their websites so they can target a larger number of customers.

VI. LIMITATIONS OF THE RESEARCH

- ✓ This study is restricted to Hyderabad only
- ✓ Only online consumers were taken into consideration
- ✓ Time is the constraint in this study

- ✓ Consumers response to the questionnaire
- ✓ Online response of the customers

VII. SCOPE FOR FUTURE RESEARCH

- ✓ This work can easily be replicated on the data available with the various online retailers and the result would be of greater accuracy.
- ✓ Further work can be done on more segments so that their needs are addressed too.
- ✓ Further research can be done on the online factors whose distributions are not same across the categories of demographic variables.

VIII. CONCLUSION

- It is very important to know the factors that influence consumer buying decision to formulate strategies of advertisement and know what the customer wants from the company.
- Customers concern over security on payment issues should be dealt accordingly.
- For a new concept like Happoz.com it becomes important for a marketer to study the trends of the market and understand the consumer's behaviour and attitude for online services.
- Customer satisfaction can be achieved with the optimum utilisation of effective marketing mix and strategies
- Online buying decisions gets influenced by several Psychographic, Demographic, Socio Cultural Variables.

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