

A STUDY ON CONSUMER HOLIDAY PURCHASE INTENTIONS DURING THE CHRISTMAS EVE WITH REFERENCE TO HYDERABAD – TELANGANA

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ABSTRACT:

The high use of Internet by the younger generation in India provides an emerging prospect for online retailers. On-line shopping is a recent phenomenon in the field of Internet Business and is definitely going to be the future of shopping in the world. Most of the companies are running their on-line portals to sell their products/services through online, the Online shopping is becoming a trend in the small cities, where people have aspirations and purchasing power to buy but do not have access to the brands/products. The online shopping is very common outside India, in recent times its growth in Indian Market, which is a large and strategic consumer market, is still not in line with the global market. The potential growth of on-line shopping has triggered the idea of conducting a study on on-line shopping in India during the festive season to make the festive frenzy shoppers happy the online retailers are offering huge discounts, interesting deals in almost all product verticals. So this paper tries to provide a support in understanding the drivers of consumers' attitude towards online shopping intentions. The data was collected through Questionnaires with a sample of 100 respondents from Hyderabad city, This paper examine the key consumer behavior attribute and relation among them in E-marketing perspective attempt has been made to study the acceptance rate of e-marketing among the Hyderabad consumers during the Festival season and its impact on their purchase decision. Conclusions derived from the study can be used as useful guide for market orientation. The outcomes of the study suggest that assessment of consumer buying behavior can contribute to a better understanding of online consumer buying behavior respect of online shopping during the festive season to formulate the better marketing strategies to retain the existing shoppers, attract the new frenzy shopper and also the growth of Indian online retailing in future.

Keywords: **Online Shopping, E-Business, Festive eve, Frenzy shoppers, Festive season, Online retailing.**

INTRODUCTION:

Internet shopping is to buy things online. Online shopping is economical, convenient and also safe just as you shop from a store. Online shopping is done from the online stores which are called e-store. You can buy products and services from here without going out and without wasting any time. Customers need not to roam about in the markets or shopping malls. Customers can buy Both the product and services with the help of online shopping. Online shopping is used for various transactions which can be done through the application of ecommerce or electronic commerce. There are many e-shops on the internet from where you can shop online to fulfill the needs and desires. Some of the popular e-shops are myntra.com, ebay.com etc. customers can browse through the website and can choose the item of your choice. You can buy products and services from e-stores and at anytime as internet is available 24*7. Online shopping behavior also called as Internet shopping buying behavior refers to the process of purchasing products or services via the Internet. (Liang and Lai, 2000).

The growth of online shopping is increasing at a rapid rate in Hyderabad by replacing traditional store shopping habit of the substantial number of consumers. Google search engine said that last year most players saw over 350% growth in daily sales and the festival saw participation from all over India with 50% buyers making online purchase for the first time. Rajan Anandan, managing director, Google India, had this to say about the GOSF: "With over 200 million internet users in the country, more and more users are opting to shop internet and fuelling the growth of both large multinational and domestic companies. India's e-commerce market grew at a staggering 88% in 2013 to \$16 billion, riding on booming online retail trends and defying slower economic growth and spiralling inflation, according to a survey by industry body Assocham. "The increasing internet penetration and availability of more payment options boosted the e-commerce industry in 2013 in world," Assocham secretary general DS Rawat said. "Besides electronics gadgets, home and kitchen appliances, apparel and jewellery etc.,

REVIEW OF LITERATURE:

Benedict et al (2001) in his study stated that consumers perceptions towards online shopping reveals that perceptions toward online shopping and intention to shop online are not only affected by ease of use, usefulness, and enjoyment, also by exogenous factors like consumer traits and behaviours, situational factors, product characteristics, previous online shopping experiences, and trust in online shopping. There are many factors which draw a consumer towards online purchase with few like access to lots of information, competitive prices, great choice, convenience etc. (Zhou, Dai & Zhang, 2007). Various studies have tried to understand internet buying phenomenon from different angles. It has also been observed that cultural dimensions of a nation like being individualistic or collectivist and masculine or feminine too effects the tendency to buy online (Chau et al., 2002). Online shopping has also been found to have some peculiar influence of reference groups, peers, family members and their recommendations (Foucault & Scheufele, 2002). The online shopping experience can further be improved if online vendors engage with buyers more through social media, blogs, chat rooms etc. and thus generating more online referrals (Zhou et al.,

2007). The studies also reveal that to understand the consumer psychology regarding online purchase cannot be directly taken from normal retail purchase, there is a need to separately understand this (Cheung et al., 2003). To analyse and understand online shopping behavior various theoretical models like Technology Acceptance Model, Theory of Reasoned Action or Innovative Diffusion Theory have also been used (Cheung et al., 2003). Recently, consumer shopping intention in the context of online stores has attracted increasing attention (Doong, Wang, & Foxall, 2010). The online customer experience becomes an important concept for e-marketers in the context of online shopping (Elliot & Fowell, 2000) and is needed to pay attention to explore the concept (Rose, Hair, & Clark, 2011). There are several differences between the online customer experience and the offline one, including the degree of personal contact, information provision, time period for interactions, and brand presentation (Rose et al., 2011). However, although customer experience has been recognized as an important factor in facilitating purchase behavior in offline stores, it has yet to be fully investigated in an online environment such as corporate blogs. Therefore, we follow the recent call by Rose et al. (2011) for research on how customer experiences may influence purchase intention on corporate blogs. Davis (1989) developed Technology Acceptance Model. This model has been widely employed by researchers to explain user acceptance of technology in different types (Bahmanziari et al. 2003; Ng, 2003; Pavlou, 2003). Technology Acceptance Model theorizes that Perceived Usefulness is a significant factor-affecting acceptance of an information system (Davis et al., 1989). There are five parts in this model for instance Perceived Ease of Use, Perceived Usefulness, Attitude towards Using, Behavioral Intention to Use (BI), and Actual Usage. Technology Acceptance Model consider that consumers do transaction through technology mainly for two reasons (1) Perceived Ease of Use and (2) Perceived Usefulness (PU). Consumers prefer online or internet shopping then traditional in store shopping for various reasons. In particular there is no time constraint of Internet shopping, consumers can order for any products or services whenever they want. For this reason many consumers get sufficient time to think and then give the order (Morganosky and Cude 2000; Kim & Kim, 2004; McKinney, 2004; Harn et al., 2006; Delafrooz et al., 2009). Not only consumer can order from any place where they can use internet services. but also they can save their time. In fact in online shopping context there many global vendors can display thousands of products on website and for this reason consumers can buy product from lots of choice and with less price than traditional store shopping at multi branded outlets (Khatibi et al. 2006; Delafrooz & Paim, 2011). Research paper of the Internet shoppers has typically included demographic questions of age, education and household income (Fram & Grandy, 1995). Over time the online buyer, once considered the innovator or early adopter, has changed. While once young, higher educational levels, professional males with incomes, tolerance for risk, social status and a lower dependence on the mass media or the need to patronize established retail channels (Ernst & Young, 2001; Mahajan, Muller & Bass, 1990), modern Internet buyer shows a diversity of income and education (U. S. Dept. of Commerce, 2003). For many Internet buyers, demographic profiles were frequently found to be important predictors of Internet purchasing (Fram & Grady, 1997; Kunz, 1997; Mehta & Sivadas, 1995; Sultan & Henrichs, 2000). In India turning net savvy, online shopping has become the latest fad in India with most of the net surfers recommending the internet shopping.

NEED OF THE STUDY:

Day by day the Internet shopping competition is getting escalated and thus it has become imperative for e-retailers to understand the motivators which bring consumers to shop online (Zhou et al., 2007). Moreover in Indian markets are still untapped market in terms of online shopping phenomena and this trend is still gaining popularity among all kinds of consumers. Also many research organisation recently done surveys have also indicated the huge growth expected from non-metros in the near future (Google, 2013). As the online buying trend is gaining popularity in India and many organizations aim to capitalize on it, it becomes significant to get insight about the why, how and what of online consumer behavior. So this study tries to understand the antecedents behind the online purchase that too in Indian context.

OBJECTIVE OF THE STUDY:

To study the factors which influence the consumers while buying online during the festival season?

RESEARCH DESIGN:

The research design is both exploratory and descriptive in nature as it just aims to figure out the main factors which a customer considers while buying a product from an e-commerce website.

DATA COLLECTION: To understand the construct of online shopping both primary as well as secondary data has been used. To collect the primary data: a web based questionnaire was developed.

SAMPLE SIZE AND SAMPLING METHOD: To collect the data convenience sampling method was used. 100 respondents were contacted from the area of Hyderabad city.

DATA ANALYSIS:

Table 1: Demographic Profile

PARTICULARS	CLASSIFICATION	% of Respondents
Gender	Male	66
	Female	34
Marital Status	Married	13
	Unmarried	87
Age Group	Below 20 years	8
	21 – 30 years	74
	31 – 40 years	14
	Above 41 years	4
Education	PG	78
	Degree	14
	Intermediate	0
	SSC	0
Monthly Income	< 5,000	4
	5,001 to 10,000	16
	10,001 to 15,000	34
	15,001 to 20,000	16
	20,001 and above	30

Source: Primary Data

The above tables reveal that from the sample which we have collected, 66% are males and remaining 34% are females. As far as the age of the respondents are concerned 74% are between 21-30 years followed by 31-40 years with 14%. If we consider the educational qualifications 78% of respondents are postgraduates & graduates and only 14% are having intermediate. As far as their monthly income is concerned 34% are earning between 10001- 15000 rupees followed by 30% with an income of 20001 plus per month.

Table 2: Money Spent for online Shopping

Amount	% of Respondents
Below Rs.5,000	53
Rs. 5,001 – 15,000	23
Rs. 15,000 – 24,999	15
Rs. 25,000 – 50,000	6
Above 50,001	3

Source: Primary Data

It could be observed from table 2 that out of 100 sample Majority of respondents 53% are spending <5,000 and 23% (5,001-15,000) for online shopping followed by 15% (15,001-24,999), 6% (25,000-50,000) and 3% (>50,001).

Table 3: Shopping Time during the Festival season

Time	% of Respondents
Before September	9
September	8
October	16
November	26
Early – Mid December	32
Week before Christmas	7
Christmas Eve/Day	1
After Christmas	1

Source: Primary Data

The above table 3, It could be inferred that out of 100 sample respondents, While a portion of 16% of respondents choose to get a head start by beginning their Christmas shopping in October or earlier, the majority of respondents wait until 26% November or 32% December, keeping up the traditional “Christmas rush” that we are used to seeing this time of year.

Table 4: Products purchase through online during the Festival season

Products	% of Respondents
Apparels	16
Fashion Accessories	12
Groceries	5
Books	13
Electronics / Gadgets	23
Cosmetic / Beauty Products	8
Toys / Games	5
Jewelry / watches	7
Kitchenware / Cookware	2
Home Furnishings	1
Musical Instruments	3
Sporting / fitness goods	4
Others	1

Source: Primary Data

Table 4 reveals that the majority of 23% and 16% respondents are purchasing the Electronic Gadgets and Apparels during the festival season through online purchasing.

Table 5: Source of Information

Source of Information	% of Respondents
Prints catalogs	8
Family and Friends	13
TV	13
Radio	6
SMS	3
Newspaper	7
Magazines	3
Bill boarders	2
Online Information	7
Search engines	3
Go direct to a website	7
Online Advertisements	4
Social Media	20
Third party websites	3
Others	1

Source: Primary Data

From the above table 5, it could be inferred that out of 100 sample respondents, when looking for information to help them with their Christmas shopping, most respondents turn to the Internet, 20% majority of respondents got the information from Social Media, 13% TV and 13% friends/relatives. For those respondents who turn to the Internet for shopping help, the preference is to go straight to the source with around half (3%) saying they find the information they need by using a search engine, or going directly to a product, brand or retailer's website (7%).

Table 6: Factors influencing the online shopping process

Factors	% of Respondents
Discounts & Special deals	43
Convenience	22
To avoid Crowd in shopping	5
Lowest prices	4
To save time	16
Availability of products / Services	2
Variety of products	1
Speed of delivery	4
Reviews and ratings by other shoppers	2
Other	1

Source: Primary Data

It could be observed from table 6 that out of 100 sample respondents 43% giving the importance to Discounts & Special deals, 22% and 16% are shopping through online shopping due to convenience and time saving.

Table 7: Device used for online shopping

Device	% of Respondents
PC (Desktop/Laptop)	86
Tablet	6
Smartphone	8

Source: Primary Data

It could be observed from table7 that introduction of mobile apps by many retailers may make shopping online through a Smartphone or tablet easier, but it seems many still 86% prefer doing it the traditional way, through a PC.

Table 8: Amount spend on Festival online shopping comparing to last year

Amount	% of Respondents
More Amount	15
The Same Amount	57
Less Amount	18
Not sure	10

Source: Primary Data

Table 8 shows that In terms of spending outlook for this year's holiday season, the majority of respondents expect to spend about the same amount on Christmas shopping this year as they did last year (57%).

FINDINGS:

- From the survey I found that majority of 43% of consumers plan to spend more time on online shopping due to the discounts & special deals.
- While consumers are researching early, 33% plan to do the majority of their holiday shopping in early/mid December.
- Consumers plan to spend almost same amount on festival shopping through online comparing to last year.
- Consumers say the internet is more convenient, although price and the ability to shop at any time of day or night are also important reasons for using the web to fill those stockings.
- Almost half of consumers told us they were influenced by social networking, price comparison websites and product reviews.
- Most of the people purchase on cash basis during festivals rather than credit or any other instrument.
- In case of awareness most people say that the perception of online purchasing is changing and more people are coming forward to do online purchase.
- It is found that the person's who have purchased online about 70% are satisfied with online purchasing but the 30% people which are not satisfied is due to poor quality and security of credit card.
- Most respondents said that average money spent online shopping is less than Rs.5000.
- In case of benefits most respondents feel saving of time and cost availability perceive them for online purchasing comparison to traditional purchasing.
- It is hard that most people feel that online shopping has a good future in India.

CONCLUSION:

The findings of this study have revealed a higher number of male online shoppers than female's buyers. Age has also been found to have an influence on internet shopping adoption. Internet usage has not diffused uniformly amongst all age groups, hence the difference in attitude towards online purchase and the PC literate population with higher exposure and awareness of internet. Tradition attached to festivals and occasions in India plays important role to judge the behavior of customers. So Festival season plays a dominant role in the Indian scenario. There is a huge no of consumers Emotions Attached to Different Festivals in India. There Purchasing Behavior Mostly Judge On The Basis Of These Festivals in India.

It is clearly indicates that online retailing is not the most appealing and convenient means of shopping amongst internet users in India. Annual household income affects internet retailing adoption. Higher income motivates more purchasing the Internet retailing adoption. The Higher position in an organization indicates more awareness of modern technology and opportunities that increases higher online retailing prospects. So the online retail companies in India need to formulate the innovative strategies to increase the internet shopping India.

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