



## A STUDY TO MEASURE IMPACT OF VARIOUS DEALS ON DEALS PRONE CUSTOMER WITH RESPECT TO ONLINE RETAIL

**ADHAR LALIT**

*2<sup>nd</sup> year student, MBA General*

*Amity Business School, Amity University, Noida, Uttar Pradesh*

**POOJA SEHGAL TABECK**

*Assistant Professor, Marketing department*

*Amity Business School, Amity University, Noida, Uttar Pradesh*

### ABSTRACT

*Web-based shopping keeps on pulling funds from retailers. E-retailing sites offer rebates and different types of deals to pull in online customers. Web retailing is in early phases of development in India. The research analyzes the influence of bargain inclination on Indian customers' e-commerce shopping behavior. The outcomes demonstrate that Indian customers are not only influenced by discounts, offers or other limited time promotional tools being utilized by online retailers. Deals and offers may not be fundamentally seen by customers as an essential trait while buying items or administrations on the web. The instrumental parts of web-based shopping sites should be fortified to persuade purchasers to shop on the web.*

**Keywords:** *deal prone consumer, e-commerce, discount and promotion*

### 1.1 INTRODUCTION

In India, there are around 460million people who are somehow connected to the internet and are active surfers, which are approx. 26 per cent<sup>1</sup> of its population. India is the second largest online market behind China. In recent years, a huge increase in the number of online stores has been noticed. Increase in uses of the web in tier ii and tier iii cities of India with a change in the demographics are some factor for this growth of e-commerce websites.

This research tries to focus on how promotion and discounts affect the buying behavior of the deal prone customer in India. It also focuses on understanding the attitude of Indian consumer in aspect to the promotion and different attribute that affect deals proneness on e-commerce shopping. There are hundreds of e-commerce websites in India but the leading e-commerce websites are Amazon and Flipkart which attract customer with their big billion sales that's offer less price product and a huge number of deals to the consumer. These days' huge discount in price and buy on getting one is among very famous and new e-commerce firms are focusing on huge offers and discount to attract consumer and make a huge profit out of it. In India online shopping is in the growing stages. High discount and less price and huge cash backs are playing an important role in influencing offline shoppers.<sup>2</sup>

Indian customers are more attracted towards discounts in the price of the product and it somehow also influences their purchase online.<sup>3</sup> zott et al<sup>4</sup> studies how value is created in the mind of the consumer on the internet. According to him, there are four main drivers that affect this value creation among shoppers: 'efficiency, complementarities, lock-in, and novelty'. Lucrative offers, services, and new offerings affect the consumer purchase decision on e-commerce. The best part is customers can compare different products at one time sitting in their home or offices. In India, maximum e-commerce websites are focused on profit maximization and huge returns. Therefore, instead focusing on other attributes like different websites features or products

features, they prefer lowest prices selling propositions. We all know that cutting their margins and giving a huge discount is not so easy, sustaining in this competition through low margins is very difficult for e-commerce websites.<sup>5</sup> Many research suggests that deals and promotion has a sale increasing effect and this also attracts customer to price rebates and deals.<sup>6</sup>

In the online retail attitude of customers towards e-commerce is mainly dependent on price and the service they provide, service also includes the after sale service which is also very important. Consumers also want that they must be aware time to time about product launches, new offers, deals, and services they will get.

## 1.2 LITERATURE REVIEW

### What is Deal proneness?

According to some data, deal proneness can be defined as individual buying behavior to deals and promotion.<sup>7-10</sup> Lichtenstein ET al<sup>9</sup> states value-conscious behavior and coupon responsiveness are affected by the psychological construct of consumers. Because of coupons products are offered at a very low price and then customer redeemed those coupons because they are getting the same product at a lesser price that is being offered in a coupon form. There is a lot of difference between price consciousness and deal proneness they can differ on the basis purchase and transactional. The value that gained from the transaction is referred as acquisition utility. It can be referred as the total price paid when it is compared with the actual utility of the goods. The deal utility is also defined as the emotional satisfaction when a buyer buys anything online.<sup>9</sup> If you will compare price-conscious consumer and coupon-prone consumer than price-conscious consumer perceive acquisition utility as a major reinforce, whereas coupon-prone consumers would give importance to transaction utility.

When it comes to consumer brand choice and switching behavior deal proneness play an important role and directly affect it.<sup>11</sup>

Leone and srinivasan<sup>12</sup> say deals not only create values to the online shoppers but they also create brands advertisement. E-commerce retailer decides what amount of coupons and deals should be available depends on the redemption rate and sales volume or the demand. In case of some brand, it depends on the brand value and brand image. Sales generation and the coupon redemption rate decide the profitability of the couponing. Positive word of mouth is more generated by the deal prone customer than the firms' satisfied customers.<sup>13</sup> more incentives programs should also be introduced to their loyal customers as it will directly affect the sales and add more customer base.

Schneider and currim<sup>14</sup> have applied situation based selection model to measure deal proneness. Active and passive are the two dimension of deal proneness that was identified. Active deal proneness refers to consumer understanding towards different types of coupon. It would automatically search for different types of coupons whereas passive deal proneness is considered as being responsive towards in-store displays and it is restricted to the certain precise environment. The quantity of purchased products was affected by consumers' buying behavior and the value of the coupon. The study conducted by Bagozzi ET al<sup>15</sup> stated that the applied theory to study the coupon usage and their actions to direction construct are totally based on their past purchase and past coupon usage.

### Characteristics of Deal proneness

One of the most important characteristics of the deal-prone customer is influenced by demographics and there have been many studies done by a different researcher at different levels. Levedahl<sup>16</sup> studied that the household which has higher income and has higher education level shops high priced products that are combined with coupons and is high chance that coupons are redeemable. The households which are having low income and low education has a cost of time opportunities' and that's why they don't shop very frequently. This proves that households having high-income shops frequent and are efficient buyers and can redeem coupon and deals more as compare to a low-income household. Bawa and shoemaker<sup>7</sup> in one of their study found that if deal-prone consumers use coupons and redeem than in one category than they will use it in another category of products as well. These types of consumer are well educated, frequent shoppers, young and they mostly live in the urban part of the country. Narasimhan<sup>17</sup> studied that deals-prone consumers belong to a middle-income group, they are educated but their young children leave there home for work or for higher studies. Raghbir<sup>18</sup> suggest that sometimes the price of the product is influenced by the coupon value signals. According to him the more coupon cost would directly affect elevated price sensitivity and have impacted the different discounts implication. More the discount more will be the purchase intention of the consumers that than price will not play an important role in buying behavior and consumers will be aware of different products.

### Consumer buying behavior

Martinez and Montaner<sup>19</sup> state that consumer deals buying behavior is directly influenced by psychographic traits. Many consumers' traits like innovations, impulse buying, and shopping easiness affect the deal proneness which is related to price consciousness. Deals are very specific for choosing one coupon consumers may have to reject many others coupons.<sup>14</sup> Chandon et al<sup>10</sup> have studied that hedonic benefits and economic benefits are both related to deal proneness. Functional benefits are perceived as sales promotion in stipulations of superiority and cost advantages.

### Impact of coupons

Kumar and Swaminathan<sup>20</sup> have applied the model to study the effect of coupon and deals in consumer buying behavior. Price discounts, product value coupons effects, and the coupons impact were studied when retailer doubled or tripled the value of

discounts and coupons. When the face value of the coupon is doubled than then there is an increase in sales of coupons. The sales of the high-end product have increased as compared to the low-end product.

Palazon and Delgado-ballester<sup>21</sup> examined the association impact between promotion type's sorts and promotional benefits levels. Huge advantage level promotion was more successful than premium. these were compelling when the special advantage is the low and purchasing goal is high for premiums as contrasted and rebates. Montaner et al<sup>22</sup> inspected the components that impact customers' discernments towards deals. The assessment of gift advancements is certain when the general brand value of the item advanced is high and the fit between item product promoted and gifts is high. Deals created from high-value brands are probably going to be more effective than medium-or low-value brands. Purchaser attributes of 'bargain inclination's affect customers' assessment of the discount and promotion. Yoon and Tran<sup>23</sup> studied consumer role effecting deal proneness between loyalty and price sensitivity. According to them, they dive deal proneness into categories like loyal value conscious, loyal deal prone, non - loyal who seeks for variety and non-loyal but deal prone. Which does customer play is directly affected by discounts, loyalty values, and deal proneness? The attitude of consumers towards the deals they get from an online retailer can be called as "values".<sup>24,25</sup> when they compare monetary value promotion with non-monetary values they found that non-monetary values have a more positive impact as compared to monetary values promotions. Low deal-prone customers can have a different perspective regarding monetary and non-monetary promotion than that customer which are discount seekers.<sup>26</sup> the customers which are strongly influenced by deals and discounts are both affected by fiscal and non-fiscal promotions and discounts.

### **E-coupon usage and consumer behavior**

Bagozzi and Yi<sup>27</sup> found that e-coupons, internet browsing behavior and consumers thinking about the e-coupons effect the attitude of the uses of e-coupons online. Fortin<sup>28</sup> has applied planned behavior theory to understand the coupon usage in the traditional environment as well as the online environment. With the help of electronic media, customers can easily reduce there such cost by sitting at there home and retailers can manage their promotions according to their target customer need and demand. E-commerce is likely to maintain its strategy to attract medium and less than medium consumer segment that uses the coupon. The Same research has been conducted by Zhang and Krishnamurthi<sup>29</sup> that the easiness nature of online shopping helps e-retailer to plan their coupons strategies for there customer. Every household and customer have different variety-seeking tendencies. With the help of choice purchase quantity model incidence, a brand can be developed and the customer perception about the online promotion can be judged. But in a study done by Chen and Lu<sup>30</sup> they use the planned behavior to measure the usages of the coupon by consumers. The result showed that consumer past coupon usages effect the consumer present coupon usages. Kang<sup>31</sup> uses the reasoned action theory and the planned action theory on the consumer intention to use coupons. Planned behavior theory was better to understand the usage to coupons than the reasoned action theory. Traditional coupons users are found very different from the heavy coupon users. If the light e-coupon users have more access to e-coupons than they can be motivated to use more and more e-coupons.

Taylor<sup>32</sup> studied the factor affecting redemption of coupon, timings of purchase and the repetition of purchase in e-commerce. Quick purchase behavior plays a significant role in the customer coupon usage process. Non-redeemers can make less purchase after -promotion days as compare with coupons redeemers.

### **Price**

Pillai and Kumar<sup>33</sup> studied the pricing method to recognize its control on deals, discount, and e-coupons. More the experience than more the knowledge of price and opinion information is acquired. Chatterjee<sup>34</sup> studied the shipping charge rates attached to e-commerce promotions. With the help, online promotion retailers can reduce delivery add-on and others extra prices. Low price promotion is more into attracting customer for high-end products with less add-on price, but when the shipping surcharge is high it is not that attractive.

### **What influence online shoppers?**

There are several factors that influence the consumer online shopping behavior. Senecal and Nantel<sup>35</sup> the product recommendations affect the consumers online shopping behavior. modified services were given importance than the 'individual expert'. Vijayarathy<sup>36</sup> says that the product that is cheap have more positive impact on online shoppers. There is some product that is not seen as risky such as software and CDs these products are more to be purchased by online shoppers. Martinez-Lopez<sup>37</sup> suggest that easiness in handling website attract customers and affect their online shopping behavior. Different website type, perceived value, towards e-commerce influenced online purchasing behavior.

knowledge and ease also influenced their buying behavior. Customer facility, website quality and the ease of handling websites have been thoroughly researching.<sup>38-43</sup> websites which are very good features and are very easy to use have a great impact on e-commerce shopping.<sup>44,45</sup>

All this research has been conducted for understanding the effect of online deals and discounts on deals prone customer and their online purchasing behavior. Most researchers assumed that deals and discount given to consumers online can attract customers to shop online. Handling the website, security, awareness, display of product-related information are very important attributes for customer satisfaction. In the coming topics, research on e-coupons, discounts, promotion and price rebates has been examined.

### 1.3 IMPORTANCE AND OBJECTIVES OF THE STUDY

To maximize more of promotion and deals effectiveness, e-retailers need to specify their category and the products they want to highlight to consumers, from what source and at what price and when they have to change it. Deals and promotion will only grow to attract deals-prone consumers and for e-retailer to get the success they need to be strategic and informed in their strategies they want to implement. In this context, the following objectives have to be covered

- To know different attributes of deals and promotion that e-retailers implement.
- How these attributes affect the purchase of deals prone consumers.
- To know the impact of deals on deals prone consumers with respect to e-retail.

### 1.4 METHODOLOGY

This research is descriptive in nature. Various secondary data used for this research through various sources online and offline.

### 1.5 COMMON DEALS TYPES USED ONLINE FOR ATTRACTING DEALS PRONE CUSTOMERS

There are some common and latest attributes used by e-retailers like Flipkart, Amazon, E-bay to attract deals, prone consumers. While the attributes mentioned below provides a brief introduction of each attribute.

- a) **BOGO-“buy one get one” offers** - The Buy one get one offer is the most famous one in the eCommerce business. The achievement of these coupons relies upon the way that the clients can get two items at the cost of one. They are profoundly compelling in boosting the sales and are generally used to advance items, for example, nourishment, dress, individual cleanliness and foodstuffs.
- b) **Free item Offers** - Some of the time we see retailers offering coupons that give an item free on making a specific measure of procurement. These coupons are extraordinary advertising devices to advance new or moderate moving items in the market.
- c) **Constrained Time Deals** - Coupons that are substantial for a constrained timeframe are effective devices that allure shoppers and influence them to feel that they may pass up a great opportunity elite items. For instance, the picture underneath demonstrates the items that are on offer just on a Wednesday. That implies customers have just 24 hours to buy the items on offer.
- d) **Free Shipping Offers** - Delivery costs are one of the significant reasons why clients dither to shop on the web. A free dispatching offer is an incredible approach to get new clients and increment their changes. Because of strategic issues, organizations set a base truck an incentive for this sort of offers.
- e) **Rate off Offers** - Rate off coupons are those that offer a settled rate off as a rebate on the retail cost of the item. Regularly organizations offer 5-10% rebates on items to advance deals. Some of the time, they additionally offer more noteworthy rates keeping in mind the end goal to clear the current stock. These are a standout amongst other instruments as they demonstrate an unmistakable distinction in the cost to the client and persuades them to make a buy
- f) **Money Back Offers** - With the appearance of computerized wallets and option installment strategies, the money back offers have turned out to be to a great degree well known. For instance, by utilizing KWIK6 you get a 6% cashback in your MobiKwik wallet. Correspondingly, to pay service charges, you can utilize PayTM as there is a guaranteed cashback of Rs.60 to your wallet.
- g) **Post buy offers** - Post buys coupons are incredible devices to build client devotion. These coupons, offer a little level of markdown for the consequent buy and along these lines urge clients to come back to a similar retailer for their next buy as well. Frequently organizations set a breaking point on the base buy an incentive for such coupons. Coupons are a standout amongst the most simple to execute advertising apparatuses. With the correct promoting procedure and a little advancement, coupons can do wonders for your deals. They likewise enable you to gain new clients, to expand transformation rate and to enhance client steadfastness.

### How Discounts Affect Deal Prone Consumer Buying Behavior?

- It is estimated that around 64% of consumer who shops online wait to buy things until they go for sale.
- Around more than 59% consumers search for promo codes before buying anything online.
- There are around 30% consumers that subscribe to newsletters or price tracking service to get daily updates for discounts and deals
- Female shoppers pay more attention to deals and promotion as compared to male shoppers. The percentage of female shoppers is 62% and male shoppers is 57%
- Around 54% online shoppers will buy their left shopping cart products if these products are offered at low price
- Around 22% of online shoppers buy only preferred brand when it is on offer or discount.
- More than 70% of online shoppers admitted that deals and promotion have the huge effect on their purchasing decision.

Value observation is everything. On the off chance that the shoppers believe that they are getting it, at that point they will be more disposed to make a buy. Who doesn't love deal items? As indicated by Invesco, rebates can have a gigantic, positive effect on your deals.

A client will no doubt set out to purchase an item on the off chance that they see that the sticker price has been reduced. Typically, the client isn't concerned whether the reduced sticker price is in reality not as much as the estimation of the item. The minor feeling that they are purchasing something at a real cost is sufficient to influence them to submit a request. This clarifies why a mind dominant part of shoppers focus on advancements, rebates, and coupons.

When there is value lessening, they will act. Indeed, almost 30% of customers say a coupon is sufficient to let the big dog eat. Additionally, 83% of shoppers say they would generally click an advertisement in the event that it offers an advancement or markdown. A few analyses have demonstrated that attentive rebates work. Insofar as customers trust they are getting a similar quality and amount at a lower cost than the past one or the contender's one, deals will increment.

Notwithstanding enhanced deals and movement, offering rebates accompany different favorable circumstances. Giving your clients an extraordinary incentive for good quality administrations and merchandise can expand their dedication to your image. This is particularly valid for new clients. Once a client has attempted your item, they can without much of a stretch move toward becoming rehash clients. Additionally, offering rebates may help you to rapidly discard old stock or moderate moving items and produce speedy money for different business operations. Now and again auctioning an item at 80% off the ordinary value bodes well. For example, in the aircraft business, the seats that have not been reserved have no an incentive to the carrier. So it is smarter to offer the rest of the stock at a markdown than flying with a void seat.

## KEY FINDINGS

1. Individuals incline toward going on the web for some reasons nowadays. The overview says that the most favored reasons for which buyers significantly lean toward going on the web and in view of which the online shopping is taking another and energizing turn are the tickets for pictures, events, clothing and so on.
2. Sites are the online entries that assistance customers pick what they need and contrast with different choices accessible with settle on a correct decision at the correct cost. The most usually utilized sites by the shoppers are Flipkart, Amazon, and Bookmyshow. Buyers imagine that these e-commerce websites are more dependable and easy to understand as far as best deals offered by them.
3. Purchasers are getting extremely techno smart and always want to get a chance to utilize new inventive procedures. There are the majority of consumers who are not ready to spend their hard earned money on these new trends like to shop online but many are there who are always ready to adopt a new innovation. Likewise, an expansive part of the nation's population are normal earned individuals so on a normal they are prepared to spend at greatest just Rs 5000 every month as their online consumption.
4. Promoters are coming up numerous attractions and creative drivers to attract offline shoppers to become online shoppers. Promotion and deals are one of them. These methods utilized by the promoters to pull in clients online are truly working strikingly and have been viable in expanding the client's normal month to month use on the web. These business advancement systems have significantly influenced the garments and gadgets showcase on the web and consequently making the two classifications the most favored items on the online interfaces with regards to fascination because of offers advancement procedures utilized by the promoters.
5. It isn't just the web-based interfaces that are being considered while shopping on the web. Yet additionally, the brands like Adidas, Apple, Samsung, Dell and so forth that are being favored by the large portion of the online purchasers. These brands not just promote their items by making the items accessible on the site like Flipkart yet, in addition, make their own particular site which gives the shoppers an additional edge with regards to rebates and advantages.
6. The main motivation behind why purchasers are inclining toward going on the web is for the comfort, that is they can get what they need, where they need and as they need at low costs likewise the online innovation is exceptionally easy to understand and even not all that innovation empowered individual can approach these administrations. Additionally, the two more purposes behind which customers are leaning toward web-based shopping are the substantial rebates that are offered by the promoters if bought online (just to advance the online innovation) and The TV commercials that are extremely engaging and proficient.
7. Brand image and experience, these are a few words that made a Brand loyalty in the traditional market and therefore furnishing the brands with the fulfillment of least deal or benefits in the coming future. The pattern is evolving today, with the happening to online business where organizations furnish with remarkable rebates just to draw in the clients of alternate brands, and this session of pulling in other's clients has brought about clients not being faithful with brands any longer and incline toward the ones who furnish with most extreme advantages.
8. At the point when there are positives, there likewise exist some negative focuses. Not every one of the clients is fulfilled by the online special strategies. The clients have encountered numerous issues because of which they are baffled and don't lean toward shopping on the web any longer or are extremely careful at the same time. The two noteworthy explanations behind this are the product quality and the item conveyed to the clients and the other reason is the other hidden charges, for example, conveyance charges.

**Conclusion:-**

There are many ups and down in the price-perception of male online shoppers and female online shoppers. When it's come to online shopping women spend more time in comparing products and search for varieties in their purchases whereas male shoppers look for functional attributes which shopping online. In case of male shoppers, there are more utilitarian benefits than female shoppers while shopping online. If the retailer is targeting female shoppers than there should be a mixture of combine brands and price-discounting attributes. Findings suggest that female shoppers are equally brand conscious as male shoppers, but female shoppers look for more opportunities to famous brands at best prices. All the e-commerce websites nowadays have adopted only one business strategies that to give huge discounts and sell the product at low prices. However many research suggests that consumers shopping online may not be affected by price discounts, offers or promotion. Many research done earlier also suggest that in India there is a limitation to browsing while shopping.<sup>47-52</sup> therefore, the result in this study may be affected keeping in concern that online shoppers may be visiting online websites just for checking discounts and offers. Many retailers are attracting consumers by giving huge discounts and offer, this also increases that website traffic. This types of consumer think that this browsing can lead to an impulsive purchase. However, there are many others factors that affect the purchase activity online rather than low price. Low price can not alone trigger the actual purchase behavior. The use of visa, master or maestro card and the accessibility of web are also important attributes that play an important role in online purchase activity. In India, the use of online payment cards is still limited and narrow. The internet usage patterns can also be determined by the income and occupation of Indian citizens. Indian online market is an emerging stage. As there is a huge competition of e-commerce websites and they all trying to capture the market share by giving a low price and trying to make their image as low price destination. Instead only on focusing on the price they must also focus on the quality of the product, security of data and the privacy of their consumer.

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