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SATISFACTION LEVELS OF ONLINE SHOPPERS TOWARDS PROMOTIONAL DEALS**V.H.S. PALLAVI****RESEARCH SCHOLAR, RAYALASEEMA UNIVERSITY, KURNOOL; &****LECTURER****ST. JOSEPHS DEGREE & P.G. COLLEGE****KURNOOL.****Dr. G. RAMA KRISHNA****ASST. PROFESSOR****RAYALASEEMA UNIVERSITY****KURNOOL****ABSTRACT**

Technology has brought in revolutionary changes in the way people live. The advent of computers and internet technology has brought unprecedented changes in every sphere of human life. There is a paradigm shift in the way people used to access the things especially during the last decade. Shopping was a cumbersome, time bound activity which people used to do with meticulous planning. Mushrooming of various online shopping websites has made shopping much a 24x7 activity with no travel, greater choice and according to the convenience and comfort of the buyers. There are many factors motivating the customers to proceed for online shopping such as competitive pricing, comparative analysis, variety, promotional deals etc. moreover at a less price. Kurnool district is one of the most backward and drought prone areas of India. A study has been undertaken to examine the satisfaction levels of online shoppers towards promotional deals in Kurnool district.

KEYWORDS

online shopping, promotional deals, online promotional deals, e-commerce, e-business.

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INTRODUCTION

Wearing the consumers from offline stores to online stores has been the first challenge, but many online companies have successfully crossed this hurdle; every problem faced was used as an opportunity to prove that internet environment has infinite possibilities. Celik 2011¹ states that in retailing business the number of online shopping websites has increased significantly. Online presence for retailer increases brand awareness, earns followers, supporters, leads, clients and loyalists. Proliferation of online stores in virtual space & expanding uses and users has made them fight for the consumer's attention with increased sophistication of Information systems and diverse promotional tools. To attract the random customer, E-Commerce sites are coming up with tools that take the consumer through the entire process of hosting, designing, pricing, personalizing, payment, promoting and taking feedbacks. People don't just buy something, they enjoy it, consumers are not mere buyers they are shopper, buying to them is a pleasure. The pleasure of making smart choices, buying products within the convenience of home and the enjoying the moment of un boxing the home delivered product. Neilsen's Report on E-Commerce² 2018 stresses that the complexity of the consumer's mind, their online usage behavior & habits, adoption drivers, tipping points that push towards purchase and challenges in satisfying them calls for new found digital shopping experiences by the marketers. Sales promotion acts as an additional persuasion tool converting a casual browser into an avid shopper.

PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING

Product promotion is defined as a combination of communication instruments designed to communicate (to an individual or entity) the addition of some kind of bonus to the product during a defined timescale, as a means of achieving certain pre-planned communication objectives. Promotion is all about companies communicating with customers, it is informing the potential users about the features and additional benefits of a product or service or brand. Sales promotion is a simple, cost effective, penetration strategy that gives immediate measurable results.

Studies by Brown et al 2003³ on understanding online shopping intentions & Kau et al 2003⁴ in their typologies of online shoppers demonstrated that several motives interplay to drive consumers shop online. They confirmed that a substantial shopper cluster that stands out is 'economic shoppers' who are price sensitive and concerned with purchasing products at the lowest price or identifying good bargains for the money they are willing to spend online. The unique feature of this cluster is deal proneness. According to American Marketing Association⁵, Deal proneness refers to a consumer's general inclination to make product purchase decisions on the basis of whether or not a particular product is being sold under some sort of deal condition. Deals render psychological satisfaction, triumph of getting better or more and there by guilt freedom to consumers. Martínez.E and Montaner. T⁶ 2006 studied the effect of psychographic variables of consumers such as innovativeness, impulsiveness and shopping enjoyment on deal proneness. They made it evident that it is observed for both utilitarian and hedonic products but at the same time it is domain specific and consumers respond to certain type of promotions while ignoring others. To maximize promotional effectiveness, websites should know the most profitable categories, brands to be promoted, at what price points and how often they should be changed. Palazon & Delgado⁷ 2013 found that the promotions offered must differ from utilitarian and hedonic products as they prominently influence consumer choice. Premium gifts add to the consumer's intention when buying Hedonic or products bought for the sake of interest & enjoyment but, show a reversed effect on utilitarian products. Promotions offered are to be changed according to the products. Many websites provide different products with different prices and promotional benefits; as online shopping offers effective searching, consumers compare the prices and benefits over the various sites and choose the best possible.

Studies by Park & Lennon 2008⁸ contradict the well-established opinion that sales promotion damages Brand image on the long run. Based on Stimulus - Organism - Response (SOR) framework, they proved that people who receive promotions will perceive higher value of purchase and more positive store image, as compared to people who do not receive a promotion. Promotions encourage loyalty in consumers as a reward for their patronage.

Promotion is intended to spread awareness, catch attention, build interest, strengthening the desire to buy, initiate purchase, go for repeated buying and establish loyalty in the consumers. They are the schemes used to create a pull for the product and end up with higher market share and revenue. Pappas et al⁹ 2017 by using the data analysis tool fsQCA (fuzzy-set Qualitative Comparative Analysis) specified nine configurations that lead to online purchase intention of which consumer promotion sensitivity is prominent. Regardless of the need many consumers show an affinity to look out for products with sales promotion or they get more attracted towards the products which offer sales promotion; the latter being very useful for marketers.

Research in Indian e-tailing industry by Mishra.S¹⁰ 2009 suggests that consumers pay more attention to price rebates and discounts and that sales promotion has sales enhancing effect. They have an element of surprise which may cajole the consumer to go for impulsive and unplanned buying. Consumer's perceive sales promotion as functionally beneficial because of its quality and cost advantage. Customers under the impression of receiving a better deal which psychologically

motivates them to form a positive opinion on the site and click the checkout button along with the desire to spend more with every visit. Mariammal.K 2017 asserts that availability of heavy discounts than conventional stores is one of the unique dimension of online shopping. This is also the reason behind consumer preference to shop online despite the trust and security issues faced by Indian consumers. Sales promotions are the most used market mix tool in the online marketing context but they also have formed disloyalties in consumers, many don't mind shifting to at the same instance Chincholkar & Sonwaney 2017 expressed that attractive promotional offers in other online stores are cited as the common reason for shifting of loyalties in online consumers.

Online promotion can be tracked, measured and targeted that helps in identifying what works well and what may go bad. There are many digital agencies for online promotion which assist the sellers to manage and maintain sales promotion tools better. The goal is to increase the size of customer base and the sales of the company.

Festivals and holiday seasons are seen as the best opportunities to display their marketing campaigns by the online stores, they come up with a variety of sales promotion strategies like customized marketing strategies. In India, as the festivals are associated with auspicious buying and gifting the festival season is seen as a good opportunity to launch new products, create new needs and earn revenues by the online businesses. Amazon with its The Great Indian Festival and Flipkart with its Big Billion Day attract many shoppers and have done \$3.5 billion sales only during Diwali and is estimated to touch \$6 billion by the end of Christmas season this year reports Economic Times Bureau October 2019¹¹. The categories of mobiles, consumer electronics, apparels are the favorite categories, with the highest number of purchasers coming from class II & III cities and cite shopping value and better deals as the reasons.

REVIEW OF LITERATURE

After through literature review, a gist of few studies has been presented. Dr. Mahalaxmi Krishnan and Usha Bhandare¹² 2010 elucidates the advertisement and promotional strategies for effective promotion. Consumer decision making relies on browsing through different advertisements and promotional offers. They assert that the present generations do not feel any bad feeling in switching the brands concurrent to the shifting deals, so innovative promotional techniques are a must to acquire and retain younger consumers.

Sapna Rakesh & Arpita Khare¹³, 2012 in their study attempted to identify the influence of promotions and discounts on online consumer's buying behavior. It focuses on understanding deal proneness attitude of Indians towards online shopping websites. Online shopping websites are positioning lowest prices as popular unique selling propositions which may result in impulsive purchase behavior. This is a fact, but complete sustenance on sales promotion may not profitable as it is only a part of purchase behavior.

Panda & Swar¹⁴ 2013 through meta-analysis of various research papers found that unplanned buying intention based on the attractiveness of online promotions is one of the determinant of online purchasing. Utilitarian values like benefits from sales promotional features render satisfaction to the buyer after the purchase. In the retailing sector various customer friendly policies like 'Cash on Delivery', 'Offers and Discounts', 'Assured Product Returns' have convinced customer to choose online formats over the traditional brick and mortar formats. Customers don't hesitate to switch to competitors to avail the discounts and offers.

Dr. S. Shanthakumari, Ms.K.Priyadarsini¹⁵ 2013, studied the role of e-promotional strategies in successful e-marketing strategy and offered further enhancements. They suggested that the website should promote itself; this will encourage people to stick on to the site for a longer time and increases perceived value on the site. The display of strikingly attractive banners on special offers, best deals, sales, etc. would increase conversion rates. Advertising various special offers using promotional stickers in different areas of the storefront, such as in the navigation section would gain attention. Gift certificates and gift cards are also very appealing to consumers. Ashok Kumar Chandra & Devendra Kumar Sinha¹⁶ 2013 supports and proves the positive correlation between age and the attitude in online shoppers from Bhilai Durg. In their Study-Factors Affecting the Online Shopping Behaviour, they found the reasons behind the young consumer's online purchase as convenience of time & space and easy on their pocket deals. Though online shopping is much preferred by the respondents with higher level of income, it is also preferred by the youngsters for the affordable products and great deals it provides.

Verma. Goswami. Indrila & Agarwal. Rupa¹⁷, 2014, from their study on Online Buying Behavior of Homemakers in Western suburbs of Mumbai indicated that their specific segment of respondents generally prefers to be online either in the afternoons or night after 9pm. Designing exclusive marketing activities targeting the large portion of homemakers around these times with special discounts for household merchandise or beauty products would certainly increase sales.

Garima Malik & Himanshu Sachdeva¹⁸ 2015 argue that while online shopping is preferred for its convenience and user friendly features, but it attracts more people because of the heavy promotions like discounts offered in the online mode and the aggressive advertisement campaigns of the marketers. The promotional techniques like Promotional emails, Promotional SMS, Discounts, User friendly Interface, Promotional Pop ups, Convenience and Sales Promotion Influences are found to be the major influencers on consumer's behavior. The cheap prices & extraordinary discounts are enticing more consumers at the same time promotional tools may backfire because of quality & delivery issues and cause damage to brand image.

Seethu John & Anish. B. Bhaskaran¹⁹, 2019 from their studies found that Brand trust is the prime influencer and there is a moderate degree of positive correlation between sales promotion and online buying decisions. Consumers are waiting for the online stores to give offers and then they are buying. The most preferred variables of sales promotion are discounts and offers and they lead to highest online sales.

NEED FOR THE STUDY

As more and more sellers are competing in the digital platform and starting their own website or starting shopping pages on larger shared shopping site; it has become a point of sustenance for the already established e-retailers to be more pronounced digitally. To dodge the jostle by the newcomers the marketers need to be equipped with novel strategies that not only retains old consumers but also attracts new ones. Park & Lennon 2008²⁰ reveal that despite sales promotion being the most commonly used marketing strategy it remains the least academically researched area. The designing of the new strategies for the web stores requires a thorough understanding of the consumer mind & behavior. Technology has brought in revolutionary changes in the way people live. The advent of computers and internet technology has brought unprecedented changes in every sphere of human life. There is a paradigm shift in the way people used to access the things especially during the last decade. Shopping was a cumbersome, time bound activity which people used to do with meticulous planning. Mushrooming of various online shopping websites has made shopping much a 24x7 activity with no travel, greater choice and according to the convenience and comfort of the buyers. There are many factors motivating the customers to proceed for online shopping such as competitive pricing, comparative analysis, variety, promotional deals etc. moreover at a less price. Kurnool district is one of the most backward and drought prone areas of India. A study has been undertaken to examine the online shopper's satisfaction towards promotional offers & deals in Kurnool district.

OBJECTIVES OF THE STUDY

The following are the objectives of the study:

1. To identify satisfaction levels towards online promotional deals and offers in online shopping among the respondents.
2. To examine the socioeconomic profile of the respondents.
3. To offer suitable suggestions for the development of sales promotional techniques.

METHODOLOGY & SAMPLING

A research design is an arrangement to collect and analyze data in the light of the research purpose, namely factors motivating online shopping. The researcher has applied descriptive research design which attempts to describe, explain and interpret conditions of the present.

Data Collection: The study is based on both primary data and secondary data.

Sources of Primary Data: Primary data has been collected from respondents using a structured questionnaire.

Sources of Secondary Sources: Information related to Online shoppers was collected from various works of Literatures, and various secondary sources. Information was collected from: Newspapers and Magazines Company Literatures, Reports and Publications of National and International organizations, various Research Journals and Periodicals, Various websites on Internet, E-journals and reports available on the Internet.

Period of Study: Sample and data for the study were collected during October to December 2019 from the respondents directly.

Universe of the Population: Basically, universe for this study is heterogeneous in nature. In this study, the respondents are from four districts of the Royalaseema region. The questionnaires were sent online using google forms to 100 respondents (@ 25 from each district) belonging to Kurnool, Ananthapur, Chithoor and Kadapa inviting them to answer the questionnaires. The primary condition to fill the questionnaire was online shopping experience and presence of a valid mail address. Out of the 100 forms sent only 46 were responded and submitted their answers. After elimination of few partly filled questionnaires, the final resultant sample size is 38.

Sampling Technique: To fulfill the objectives of the study, the researcher has used convenient sampling method.

DATA ANALYSIS AND INTERPRETATION

The primary and secondary data collected from different sources have been tabulated and interpreted meaningfully. The data have been analyzed with Chi-Square test using SPSS and various inferences and conclusions have been drawn from the data.

TABLE NO. 1: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- LIGHTENING DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	16	42.1%
2	Good	16	42.1%
3	Average	06	15.78%
4	Fair	0	0%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be analyzed from the table no. 1 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and as a factor, 42.1% of the respondents rated it as excellent, 42.1% of the respondents rated it as good and 15.78% of the respondents rated it as average.

TABLE NO. 2: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- HOUR DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	14	36.84%
3	Average	13	34.21%
4	Fair	0	0%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be concluded from the table no.2 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Hour deals as a factor, 28.94% of the respondents rated it as excellent, 36.84% of the respondents rated it as good and 34.21% of the respondents rated it as average.

TABLE NO. 3: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- MIDNIGHT DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	11	28.94%
3	Average	12	31.57%
4	Fair	05	13.57%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.3 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and as a factor, 26.31% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average and 13.57% of the respondents rated it as fair.

TABLE NO. 4: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- COMBOS OF SAME PRODUCT

S. No	Rating	Sample Size	Percentage
1	Excellent	06	15.78%
2	Good	22	57.89%
3	Average	07	18.42%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

TABLE NO. 5: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- COMBOS OF COMPLEMENTARY PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	12	31.57%
2	Good	15	39.47%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be explained from the table no.4 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Combos of same product as a factor, 15.78% of the respondents rated it as excellent, 57.89% of the respondents rated it as good, 18.42% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

It can be illustrated from the table no.5 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Combos of complementary products as a factor, 31.57% of the respondents rated it as excellent, 39.47% of the respondents rated it as good, 23.68% of the respondents rated it as average and 5.26% of the respondents rated it as fair.

TABLE NO. 6: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING - ADD ON PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	08	21.05%
2	Good	18	47.36%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	01	2.63%
TOTAL		38	100.00%

Source: Field Survey

It can be inferred from the table no.6 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Add on products as a factor, 21.05% of the respondents rated it as excellent, 47.36% of the respondents rated it as good, 23.68% of the respondents rated it as average, 5.26% of the respondents rated it as fair and 2.63% of the respondents rated it as poor.

TABLE NO. 7: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- ASSORTED PRODUCTS

S. No	Rating	Sample Size	Percentage
1	Excellent	04	10.52%
2	Good	19	50%
3	Average	09	23.68%
4	Fair	03	7.89%
5	Poor	03	7.89%
TOTAL		38	100.00%

Source: Field Survey

It can be observed from the table no.7 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Assorted products as a factor, 10.52% of the respondents rated it as excellent, 50% of the respondents rated it as good, 23.68% of the respondents rated it as average, 7.89% of the respondents rated it as fair and 7.89% of the respondents rated it as poor.

TABLE NO. 8: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- OFFERS ON VALUE PACKS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	24	63.15%
3	Average	02	5.26%
4	Fair	01	2.63%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be seen from the table no.8 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Offers on value packs as a factor, 28.94% of the respondents rated it as excellent, 63.15% of the respondents rated it as good, 5.26% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 9: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SUBSCRIPTION OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	08	21.05%
2	Good	16	42.1%
3	Average	11	28.94%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be understood from the table no.9 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Subscription offers as a factor, 21.05% of the respondents rated it as excellent, 42.1% of the respondents rated it as good, 28.94% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

TABLE NO. 10: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- FIRST TIME PURCHASE OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	17	44.73%
2	Good	08	21.05%
3	Average	09	23.68%
4	Fair	04	10.52%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be visualized from the table no. 10 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and First time purchase offers as a factor, 44.73% of the respondents rated it as excellent, 21.05% of the respondents rated it as good, 23.68% of the respondents rated it as average and 10.52% of the respondents rated it as fair.

TABLE NO. 11: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- ADD ANYBODY OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	08	21.05%
3	Average	14	36.84%
4	Fair	03	7.89%
5	Poor	03	7.89%
TOTAL		38	100.00%

Source: Field Survey

TABLE NO. 12: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- BUDGET OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	15	39.47%
2	Good	11	28.94%
3	Average	09	23.68%
4	Fair	02	5.26%
5	Poor	01	2.63%
TOTAL		38	100.00%

Source: Field Survey

It can be analyzed from the table no.11 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Add anybody offers as a factor, 26.31% of the respondents rated it as excellent, 21.05% of the respondents rated it as good, 36.84% of the respondents rated it as average, 7.89% of the respondents rated it as fair and 7.89% of the respondents rated it as poor.

It can be concluded from the table no.12 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Budget offers as a factor, 39.47% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 23.64% of the respondents rated it as average, 5.26% of the respondents rated it as fair and 2.63% of the respondents rated it as poor.

TABLE NO. 13: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SCRATCH & WIN OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	07	18.42%
2	Good	11	28.94%
3	Average	12	31.57%
4	Fair	06	15.78%
5	Poor	02	5.26%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.13 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Scratch & win offers as a factor, 18.42% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average, 15.78% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

It can be explained from the table no.14 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back offers as a factor, 26.31% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 39.47% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 14: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- EXTRA CASH BACK OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	12	31.57%
3	Average	15	39.47%
4	Fair	01	2.63%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be described from the table no.13 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Scratch & win offers as a factor, 18.42% of the respondents rated it as excellent, 28.94% of the respondents rated it as good, 31.57% of the respondents rated it as average, 15.78% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

It can be explained from the table no.14 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back offers as a factor, 26.31% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 39.47% of the respondents rated it as average and 2.63% of the respondents rated it as fair.

TABLE NO. 15: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- LOYALTY OFFERS

S. No	Rating	Sample Size	Percentage
1	Excellent	09	23.68%
2	Good	10	26.31%
3	Average	13	34.21%
4	Fair	04	10.52%
5	Poor	02	5.26%
TOTAL		38	100.00%

Source: Field Survey

It can be illustrated from the table no.15 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Loyalty offers as a factor, 23.68% of the respondents rated it as excellent, 26.31% of the respondents rated it as good, 34.21% of the respondents rated it as average, 10.52% of the respondents rated it as fair and 5.26% of the respondents rated it as poor.

TABLE NO. 16: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- EXTRA CASH BACK ON SELECT CARDS

S. No	Rating	Sample Size	Percentage
1	Excellent	11	28.94%
2	Good	12	31.57%
3	Average	12	31.57%
4	Fair	03	7.89%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be inferred from the table no. 1 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Extra cash back on select cards as a factor, 28.94% of the respondents rated it as excellent, 31.57% of the respondents rated it as good, 31.57% of the respondents rated it as average and 7.89% of the respondents rated it as fair.

TABLE NO. 17: SATISFACTION LEVELS TOWARDS PROMOTIONAL DEALS & OFFERS IN ONLINE SHOPPING- SUPER VALUE DEALS

S. No	Rating	Sample Size	Percentage
1	Excellent	10	26.31%
2	Good	14	36.84%
3	Average	09	23.68 %
4	Fair	05	13.15%
5	Poor	0	0%
TOTAL		38	100.00%

Source: Field Survey

It can be observed from the table no.17 that, with regard to Satisfaction levels towards Promotional deals & offers in online shopping and Super value deals as a factor, 26.31% of the respondents rated it as excellent, 36.84% of the respondents rated it as good, 23.68% of the respondents rated it as average and 13.15% of the respondents rated it as fair.

TABLE NO. 18: SOCIO-ECONOMIC PROFILE OF RESPONDENTS

Gender		
Male	20	52.63%
Female	18	47.36%
Age		
Up to 25 years	13	34.21%
26-40 years	10	26.31%
41-55 years	13	34.21%
56 & above	02	5.26%
Educational Qualification		
Intermediate	02	5.26%
Graduation	15	39.47%
Post-graduation	16	42.1%
Technical course	05	13.15%
Occupation		
Government employee	10	26.31%
Private employee	12	31.57%
Self-employed	03	7.89%
Business	01	2.3%
Professional	03	7.89%
Other's specify-students	09	23.68%
Number of family members		
2	01	2.3%
3	08	21.05%
4	12	31.57%
5	12	31.57%
6	03	7.89%
7 & above	02	5.26%
Number of earning family members		
1	15	39.47%
2	19	50%
3	03	7.89%
4 & above	01	2.3%
Marital Status		
Single	15	39.47%
Married	23	60.52%
Stage of family		
Independent	15	39.47%
New family	--	--
Growing family	12	31.57%
Family with teens	11	28.94%
Empty nest	--	--
Family income per month		
Up to Rs. 50,000/	07	18.42%
Rs. 50,001/- to Rs. 1,00,000/	10	26.31%
Rs. 1,00,001/- to Rs. 1,50,000/	11	28.94%
Rs. 1,50,001/- and above	10	26.31%
Average family expenditure per month		
Up to Rs. 25,000/-	15	39.47%
Rs. 25,001/- to Rs. 50,000/	14	36.84%
Rs. 50,001/- to Rs. 75,000/	02	5.26%
Rs. 75,001/- and above	07	18.42%
Average savings per month		
Up to Rs. 25,000/	17	44.73%
Rs. 25,001/- to Rs. 50,000/	10	26.31%
Rs. 50,001/- to Rs. 75,000/	07	18.42%
Rs. 75,001/- and above	04	10.52%
Location of residence		
(a) Urban	25	65.78%
(b) Suburban	09	23.68%
(c) Rural	04	8.9%

Source: Field Survey

The demographic profile of the respondents gives us a glance into the differences among the respondents. The sample of 38 respondents from the 4 districts of Rayalseema that is Kurnool, Kadapa, Ananthapur & Chittoor are represented here. Of them 52.63% (20) are male and 47.36%(18) are female, 34.21% are young

adults with an age below 25 years, 26.31% are adults between the ages 26-40 years, 34.21% are of the ages between 41 to 55 and 5.26% of the respondents are aged 56 and above years. Regarding the educational qualification 42.1% are post graduates followed by graduates 39.47%, technical courses 13.15% and intermediate qualified are only 5.26%.

The most common occupations represented in the study include government employees 26.31%, private employees 31.57%, students 23.68%, self employed and professionals equally stand at 7.89%. Only a meager of 2.31% of business people responded to the study. Coming to the family structure, 31.57% of the families have four family members, 31.57% have 5 family members, families with 6 members and 7 members stand at 7.89% and 5.26% respectively, 21.05% are single child families and 2.3% have 2 members. Family with single earning member is 39.47%, two earning members are seen in 50% of the sample, 7.89% have 3 earning family members and only 2.3% have 4 and more than 4 earning members in the family. The marital status shows that 39.47% are single and 60.52% are married. Regarding the family stage 39.47% of the respondents live independently, 31.57% belong to growing family and family with teens stand at 28.94%. The economic background of the respondent's falls in 4 segments of up to Rs. 50,000, Rs. 50,001/- to Rs. 1,00,000, Rs. 1,00,001/- to Rs. 1,50,000 and Rs 1,50,001/- & above in 18.42%, 26.31%, 28.94% and 26.31% respectively. The average family expenditure per month of Rs 25,000/- for 39.47% of respondents and 36.84% come under the segment of Rs 25,000/- to Rs 50,000/-, only 5.26% belong to Rs 50,000/- to Rs 75,000/- segment and more than 75,000/- savings are done by 18.42% of respondents; average savings go up to Rs 25,000/- for 44.73% of respondents and 26.31% save from Rs 25,000/- to Rs 50,000/- followed by 18.42% save Rs 50,001/- to Rs 75,000/- per month and 10.52% save more than Rs 75,001/-. The majority of respondents that is 65.78% are located in urban areas, 23.68% in suburban areas with only 8.9% in rural areas.

SUMMARY AND CONCLUSION

The recent festival sales show the magnitude of sales promotion activity in India. Seventeen types of sales promotion tools have been given for the online consumers and their precedence list as excellent consumer satisfiers is as follows: first time purchase offers, lightning deals, budget offers, combos of complementary products, hour deals, offers on value packs, extra cash back on select cards, super value deals, extra cash back offers, add any body offers, midnight deals, loyalty offers, subscription offers, add-on products, scratch & win offers, combos of same products and assorted products.

First time purchase offers: The highest ranked promotion tool in the study is first time purchase offers. To attract new adopters who are very cautious in doing online shopping many sites come up with this offer, it develops consumer trust and lowers their uncertainties on initial purchases.

E.g.: Netmed the online medicine store gives- New customer welcome offer.

Lightning deals: They are the second most preferred sales tools They are time sensitive and are to be completed as soon as possible, checking before the timer goes out gives additional discounts to the consumers. They strive on the impulsive buying behavior of consumers.

E.g.: Amazon Lightning deals- promotions for products that have a limited number of items left or sellers who want to offer a special deal for their product. Lightning Deals are available, one per customer, until the deal expires or the product runs out of inventory.

Budget offers: These are similar to value offers and are highly preferred by consumers because of the heavy discounts, free shipping, gifts and with added promotional coupons. These serve the utilitarian consumer with the free deals offered.

E.g.: Naaptol.com offers 81 pieces' stainless steel kitchen set at a giveaway price.

Combos of complementary products: This is an easy way to increase the consumers average order value by offering complementary products to consumers who are ready to buy at the time of purchase. These products are strategically placed near to the original product taken, trying to appeal the consumer to take them also to receive the benefits of free shipping or cash back offers.

E.g.: Snapdeal offers Philips hair dryer, hair straightener and hair color as a combo

These are the most satisfying deals in online shopping sites their popularity and effectiveness is very high.

Hour deals: The psychological power of urgency as marketing tool is farfetched; it is used for a set period of time. This is mostly used by online sites to attract new adopters or to re-engage inactive consumers.

E.g.: Flipkart Rush Hour Deals with extra discounts, price crashes for every 2 hours on festivals.

Offers on value packs: A further extension of offers like super saver offers, special offers and daily offers that can divert the mind of consumer from offline to online purchase.

E.g.: First cry offers regular baby products as value packs and multiple packs with special offers.

Extra cash back on select cards: This is a mutual promotion by online website and credit card companies, where the consumer earns a few reward points for buying in the web store with that card.

E.g.: Pepper fry gives additional 5% percent offer on purchase of tis product using ICICI internet banking, credit or debit card

Midnight deals: These are the offers, discounts and coupons given to enthusiastic deal grabbers and bargain hunters who are always in look out of better deals. These sales usually start at 9 in the night and extend to late hours.

E.g.: Big Bazaar mid night sale.

Add any body offer: This tool makes regular consumers turn into promoters of the online site. The consumers get points when their friend signs up and get more points when they buy. This encourages consumers not only to buy but also bring more traffic to the website. This is very popular among youngsters.

E.g.: Myntra has a refer and earn offer

Extra cash back offers: Cashback is offered by many websites today. They are moderately satisfying to the consumers. Customers shop like normal, and they are rewarded or paid a small amount of money for using the website. This is a popular way of attracting browsers and retaining their loyalty by extending a gift as a token.

E.g.: Brand factory of Future group offers Red zone sale with high cash offers.

Super value deals: Moderately satisfying deals which highlight the quality & quantity value at very economical price. Instant and heavy discounts on common grocery items like food, personal care, baby care, beauty items, home cleaning items, pet supplies, artificial jewellery, household items etc are the features of this deal.

E.g.: Paytm mall offers super value deals on groceries and kitchen products.

Loyalty offers: They exhibit dual benefits, to online stores they have the potential to improve customer relationship, stable revenue due to repeat purchases, get valuable customer data for future shaping of offers, and cut down marketing costs; for the consumers they eliminate effort & time spent on regular purchases, add redeemable points, gifts, additional perks etc.

E.g.: Amazon Prime members get free, fast delivery, instant video streaming, early & exclusive deals and free music.

Subscription offers: It is the present trending and one of the best ways to retain consumers by generating recurring sales. Depending on the nature of the product the stores go for automated and scheduled emails or remarketing ads to re-engage the customers and encouraging them to purchase a refill without devoting much time.

E.g.: Nykaa subscription offers give the regular body care products at discount rates.

Add-on products: It is the additional items sold to the buyer of a main product. They help to establish a good rapport with the consumer by giving additional enhancements which act as future need formers. But they cause customer annoyance if used more frequently.

E.g.: Club factory

Scratch & Win offers: They give a chance to consumers to get instant gratification on every purchase, the surprise element makes them to opt it again and again.

E.g.: Jabong gives scratch & win coupons on prescribed purchases.

Combos of same products: This is one of the oldest favorite ways of getting sales, presenting to customers a deal to purchase multiple products for getting one free. This deal assures the consumer of securing a great deal.

E.g.: Snapdeal offers combo of 4 Scandisk 64 GB USB for a price of Rs 1550/-

Assorted products: the different types of products that a business makes or a retailer offers for sale in a useful combination. They are the least satisfying promotion tools according to the study and may reflect the consumer's apprehension in buying products in large numbers.

SUGGESTIONS

Results from the above study show that online sales promotion tools are not only traffic generators but also antecedents to consumer loyalty. Online shopping promotions build web traffic, attract new customers and retain consumers by giving loyalty offers. The marketers to retain their customer base need to develop innovative promotion ideas that would stimulate the deal proneness in consumers. Sales promotion tools which were previously termed important only at the maturity & decline stages of a product life cycle are now used on a daily basis in web stores and give the store a competitive edge. Though sales promotion is the direct application of concept of instant gratification many consumers do not visit the store for the next purchase. This is due to the availability of numerous options and consumers tendency to try for a different site whenever a deal pops out. Offering a little extra to bind the consumer into a sustainable relation through deals, discounts, offers, cash backs etc. will certainly help to earn customer loyalty. First time purchase offers, lightening deals, budget offers, combos of complementary products are the popular ways to attract new consumers and to make them try new products. Super value deals, extra cash back offers, add any body offers, midnight deals, loyalty offers, subscription offers, are the present in trend deals to retain and spread online buying. The different media are to be effectively used by the e-vendors in spreading promotional content on their merchandize like Cross platform selling, Multi channel selling, Social media selling etc. Observing the consumers search patterns gives deeper insights into consumer's emotions and how to stir them up. Novelty in deals is liked by consumers because of the emotions like surprise, smartness, happiness, sharing and enjoyment. Sales promotion has been misperceived to perpetrate brand switchers and swingers and online companies were compelled to take it as the last resort. But the recent festival sales and profits raked by online shopping sites in India has shown that sales promotion is actually a great way to do business.

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