

# INTERNATIONAL JOURNAL OF RESEARCH IN COMPUTER APPLICATION & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

*Indexed & Listed at:*

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A., Google Scholar,

Indian Citation Index (ICI), J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)],

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 (2012) & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 7144 Cities in 197 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

# **CONTENTS**

<b>Sr. No.</b>	<b>TITLE &amp; NAME OF THE AUTHOR (S)</b>	<b>Page No.</b>
<b>1.</b>	<b>CUSTOMER BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING WITH REFERENCE TO DISTT. MANDI (H.P)</b> <i>HEMANT KAPOOR, DEEPAK &amp; ANKUSH KUMAR RANA</i>	<b>1</b>
<b>2.</b>	<b>CUSTOMERS AWARENESS AND SATISFACTION TOWARDS GREEN PRODUCTS</b> <i>ANKUSH RANGA</i>	<b>5</b>
	<b>REQUEST FOR FEEDBACK &amp; DISCLAIMER</b>	<b>9</b>

**FOUNDER PATRON****Late Sh. RAM BHAJAN AGGARWAL**

Former State Minister for Home & Tourism, Government of Haryana  
 Former Vice-President, Dadri Education Society, Charkhi Dadri  
 Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR****Dr. BHAVET**

Former Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**ADVISOR****Prof. S. L. MAHANDRU**

Principal (Retd.), Maharaja Agrasen College, Jagadhri

**EDITOR****Dr. G. BRINDHA**

Professor & Head, Dr.M.G.R. Educational & Research Institute (Deemed to be University), Chennai

**CO-EDITOR****Dr. A. SASI KUMAR**

Professor, Vels Institute of Science, Technology & Advanced Studies (Deemed to be University), Pallavaram

**EDITORIAL ADVISORY BOARD****Dr. CHRISTIAN EHIOBU CHE**

Professor of Global Business/Management, Larry L Luing School of Business, Berkeley College, USA

**Dr. SIKANDER KUMAR**

Vice Chancellor, Himachal Pradesh University, Shimla, Himachal Pradesh

**Dr. JOSÉ G. VARGAS-HERNÁNDEZ**

Research Professor, University Center for Economic & Managerial Sciences, University of Guadalajara, Guadalajara, Mexico

**Dr. RAJENDER GUPTA**

Convener, Board of Studies in Economics, University of Jammu, Jammu

**Dr. D. S. CHAUBEY**

Professor & Dean (Research & Studies), Uttaranchal University, Dehradun

**Dr. TEGUH WIDODO**

Dean, Faculty of Applied Science, Telkom University, Bandung Technoplex, Jl. Telekomunikasi, Indonesia

**Dr. S. P. TIWARI**

Head, Department of Economics & Rural Development, Dr. Ram Manohar Lohia Avadh University, Faizabad

**Dr. BOYINA RUPINI**

Director, School of ITS, Indira Gandhi National Open University, New Delhi

**Dr. KAUP MOHAMED**

Dean & Managing Director, London American City College/ICBEST, United Arab Emirates

**Dr. MIKE AMUHAYA IRAVO**

Principal, Jomo Kenyatta University of Agriculture & Tech., Westlands Campus, Nairobi-Kenya

**Dr. M. S. SENAM RAJU**

Professor, School of Management Studies, I.G.N.O.U., New Delhi

**Dr. NEPOMUCENO TIU**

Chief Librarian & Professor, Lyceum of the Philippines University, Laguna, Philippines

**Dr. A SAJEEVAN RAO**

Professor & Director, Accurate Institute of Advanced Management, Greater Noida

**Dr. H. R. SHARMA**

Director, Chhatrapati Shivaji Institute of Technology, Durg, C.G.

**Dr. CLIFFORD OBIYO OFURUM**

Professor of Accounting & Finance, Faculty of Management Sciences, University of Port Harcourt, Nigeria

**Dr. SHIB SHANKAR ROY**

Professor, Department of Marketing, University of Rajshahi, Rajshahi, Bangladesh

**Dr. MANOHAR LAL**

Director &amp; Chairman, School of Information &amp; Computer Sciences, I.G.N.O.U., New Delhi

**Dr. SRINIVAS MADISHETTI**

Professor, School of Business, Mzumbe University, Tanzania

**Dr. VIRENDRA KUMAR SHRIVASTAVA**

Director, Asia Pacific Institute of Information Technology, Panipat

**Dr. VIJAYPAL SINGH DHAKA**

Professor &amp; Head, Department of Computer &amp; Communication Engineering, Manipal University, Jaipur

**Dr. NAWAB ALI KHAN**

Professor &amp; Dean, Faculty of Commerce, Aligarh Muslim University, Aligarh, U.P.

**Dr. EGWAKHE A. JOHNSON**

Professor &amp; Director, Babcock Centre for Executive Development, Babcock University, Nigeria

**Dr. ASHWANI KUSH**

Head, Computer Science, University College, Kurukshetra University, Kurukshetra

**Dr. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engg. &amp; Tech., Amity University, Noida

**Dr. BHARAT BHUSHAN**

Head, Department of Computer Science &amp; Applications, Guru Nanak Khalsa College, Yamunanagar

**MUDENDA COLLINS**

Head, Operations &amp; Supply Chain, School of Business, The Copperbelt University, Zambia

**Dr. JAYASHREE SHANTARAM PATIL (DAKE)**

Faculty in Economics, KPB Hinduja College of Commerce, Mumbai

**Dr. MURAT DARÇIN**

Associate Dean, Gendarmerie and Coast Guard Academy, Ankara, Turkey

**Dr. YOUNOS VAKIL ALROAIA**

Head of International Center, DOS in Management, Semnan Branch, Islamic Azad University, Semnan, Iran

**P. SARVAHARANA**

Asst. Registrar, Indian Institute of Technology (IIT), Madras

**SHASHI KHURANA**

Associate Professor, S. M. S. Khalsa Lubana Girls College, Barara, Ambala

**Dr. SEOW TA WEEA**

Associate Professor, Universiti Tun Hussein Onn Malaysia, Parit Raja, Malaysia

**Dr. OKAN VELI ŞAFAKLI**

Professor &amp; Dean, European University of Lefke, Lefke, Cyprus

**Dr. MOHINDER CHAND**

Associate Professor, Kurukshetra University, Kurukshetra

**Dr. BORIS MILOVIC**

Associate Professor, Faculty of Sport, Union Nikola Tesla University, Belgrade, Serbia

**Dr. IQBAL THONSE HAWALDAR**

Associate Professor, College of Business Administration, Kingdom University, Bahrain

**Dr. MOHENDER KUMAR GUPTA**

Associate Professor, Government College, Hodal

**Dr. ALEXANDER MOSESOV**

Associate Professor, Kazakh-British Technical University (KBTU), Almaty, Kazakhstan

**Dr. MOHAMMAD TALHA**

Associate Professor, Department of Accounting &amp; MIS, College of Industrial Management, King Fahd University of Petroleum &amp; Minerals, Dhahran, Saudi Arabia

**Dr. ASHOK KUMAR CHAUHAN**

Reader, Department of Economics, Kurukshetra University, Kurukshetra

**Dr. RAJESH MODI**

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

**WILLIAM NKOMO**

Asst. Head of the Department, Faculty of Computing, Botho University, Francistown, Botswana

**YU-BING WANG**

Faculty, department of Marketing, Feng Chia University, Taichung, Taiwan

**Dr. SHIVAKUMAR DEENE**

Faculty, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**Dr. TITUS AMODU UMORU**

Professor, Kwara State University, Kwara State, Nigeria

**Dr. BHAVET**

Faculty, Shree Ram Institute of Engineering & Technology, Urjani

**Dr. THAMPOE MANAGALESWARAN**

Faculty, Vavuniya Campus, University of Jaffna, Sri Lanka

**Dr. ASHISH CHOPRA**

Faculty, Department of Computer Applications, National Institute of Technology, Kurukshetra

**SURAJ GAUDEL**

BBA Program Coordinator, LA GRANDIEE International College, Simalchaur - 8, Pokhara, Nepal

**Dr. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**Dr. LALIT KUMAR**

Course Director, Faculty of Financial Management, Haryana Institute of Public Administration, Gurugram

***FORMER TECHNICAL ADVISOR***

**AMITA**

***FINANCIAL ADVISOR***

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

***LEGAL ADVISORS***

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

***SUPERINTENDENT***

**SURENDER KUMAR POONIA**

## **CALL FOR MANUSCRIPTS**

We invite unpublished novel, original, empirical and high quality research work pertaining to the recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

## **GUIDELINES FOR SUBMISSION OF MANUSCRIPT**

### 1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**

IJRCM

**Subject:** SUBMISSION OF MANUSCRIPT IN THE AREA OF \_\_\_\_\_.

**(e.g. Finance/Mkt./HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)**

**DEAR SIR/MADAM**

Please find my submission of manuscript titled ' \_\_\_\_\_ ' for likely publication in one of your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published anywhere in any language fully or partly, nor it is under review for publication elsewhere.

I affirm that all the co-authors of this manuscript have seen the submitted version of the manuscript and have agreed to inclusion of their names as co-authors.

Also, if my/our manuscript is accepted, I agree to comply with the formalities as given on the website of the journal. The Journal has discretion to publish our contribution in any of its journals.

<b>NAME OF CORRESPONDING AUTHOR</b>	:
Designation/Post*	:
Institution/College/University with full address & Pin Code	:
Residential address with Pin Code	:
Mobile Number (s) with country ISD code	:
Is WhatsApp or Viber active on your above noted Mobile Number (Yes/No)	:
Landline Number (s) with country ISD code	:
E-mail Address	:
Alternate E-mail Address	:
Nationality	:

\* i.e. Alumnus (Male Alumni), Alumna (Female Alumni), Student, Research Scholar (M. Phil), Research Scholar (Ph. D.), JRF, Research Assistant, Assistant Lecturer, Lecturer, Senior Lecturer, Junior Assistant Professor, Assistant Professor, Senior Assistant Professor, Co-ordinator, Reader, Associate Professor, Professor, Head, Vice-Principal, Dy. Director, Principal, Director, Dean, President, Vice Chancellor, Industry Designation **etc.** **The qualification of author is not acceptable for the purpose.**

**NOTES:**

- a) The whole manuscript has to be in **ONE MS WORD FILE** only, which will start from the covering letter, inside the manuscript. ***pdf. version is liable to be rejected without any consideration.***
  - b) The sender is required to mention the following in the **SUBJECT COLUMN of the mail:**  
**New Manuscript for Review in the area of** (e.g. Finance/Marketing/HRM/General Mgt./Engineering/Economics/Computer/IT/ Education/Psychology/Law/Math/other, please specify)
  - c) There is no need to give any text in the body of the mail, except the cases where the author wishes to give any **specific message** w.r.t. to the manuscript.
  - d) The total size of the file containing the manuscript is expected to be below **1000 KB**.
  - e) Only the **Abstract will not be considered for review** and the author is required to submit the **complete manuscript** in the first instance.
  - f) **The journal gives acknowledgement w.r.t. the receipt of every email within twenty-four hours** and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of the manuscript, within two days of its submission, the corresponding author is required to demand for the same by sending a separate mail to the journal.
  - g) The author (s) name or details should not appear anywhere on the body of the manuscript, except on the covering letter and the cover page of the manuscript, in the manner as mentioned in the guidelines.
2. **MANUSCRIPT TITLE:** The title of the paper should be typed in **bold letters, centered and fully capitalised**.
  3. **AUTHOR NAME (S) & AFFILIATIONS:** Author (s) **name, designation, affiliation (s), address, mobile/landline number (s), and email/alternate email address** should be given underneath the title.
  4. **ACKNOWLEDGMENTS:** Acknowledgements can be given to reviewers, guides, funding institutions, etc., if any.
  5. **ABSTRACT:** Abstract should be in **fully Italic printing**, ranging between **150 to 300 words**. The abstract must be informative and elucidating the background, aims, methods, results & conclusion in a **SINGLE PARA. Abbreviations must be mentioned in full.**
  6. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of **five**. These should be arranged in alphabetic order separated by commas and full stop at the end. All words of the keywords, including the first one should be in small letters, except special words e.g. name of the Countries, abbreviations etc.
  7. **JEL CODE:** Provide the appropriate Journal of Economic Literature Classification System code (s). JEL codes are available at [www.aea-web.org/econlit/jelCodes.php](http://www.aea-web.org/econlit/jelCodes.php). However, mentioning of JEL Code is not mandatory.
  8. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER. It should be free from any errors i.e. grammatical, spelling or punctuation. It must be thoroughly edited at your end.**
  9. **HEADINGS:** All the headings must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
  10. **SUB-HEADINGS:** All the sub-headings must be bold-faced, aligned left and fully capitalised.
  11. **MAIN TEXT:**

***THE MAIN TEXT SHOULD FOLLOW THE FOLLOWING SEQUENCE:*****INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESIS (ES)****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****LIMITATIONS****SCOPE FOR FURTHER RESEARCH****REFERENCES****APPENDIX/ANNEXURE****The manuscript should preferably be in 2000 to 5000 WORDS, But the limits can vary depending on the nature of the manuscript.**

12. **FIGURES & TABLES:** These should be simple, crystal **CLEAR, centered, separately numbered** & self-explained, and the **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** *It should be ensured that the tables/figures are referred to from the main text.*
13. **EQUATIONS/FORMULAE:** These should be consecutively numbered in parenthesis, left aligned with equation/formulae number placed at the right. The equation editor provided with standard versions of Microsoft Word may be utilised. If any other equation editor is utilised, author must confirm that these equations may be viewed and edited in versions of Microsoft Office that does not have the editor.
14. **ACRONYMS:** These should not be used in the abstract. The use of acronyms is elsewhere is acceptable. Acronyms should be defined on its first use in each section e.g. Reserve Bank of India (RBI). Acronyms should be redefined on first use in subsequent sections.
15. **REFERENCES:** The list of all references should be alphabetically arranged. **The author (s) should mention only the actually utilised references in the preparation of manuscript** and they may follow Harvard Style of Referencing. **Also check to ensure that everything that you are including in the reference section is duly cited in the paper.** The author (s) are supposed to follow the references as per the following:
- All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc., in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italic printing. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parenthesis.
  - **Headers, footers, endnotes and footnotes should not be used in the document.** However, **you can mention short notes to elucidate some specific point**, which may be placed in number orders before the references.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**

**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19–23

**UNPUBLISHED DISSERTATIONS**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITES**

- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



**HEMANT KAPOOR**  
**ASST. PROFESSOR**  
**ABHILASHI UNIVERSITY**  
**CHAIL CHOWK**

**DEEPAK**  
**MBA STUDENT**  
**ABHILASHI UNIVERSITY**  
**CHAIL CHOWK**

**ANKUSH KUMAR RANA**  
**MBA STUDENT**  
**ABHILASHI UNIVERSITY**  
**CHAIL CHOWK**

#### ABSTRACT

*In today's business world customers are considered to be kings. It is important for producers to meet the needs of customers in order to stay competitive. One of the marketing tools that is used in attracting the attention of the customer is sales promotion. The aim of this paper therefore is to determine the impact of sales promotion on customer buying behaviour. In the emerging business scenario various promotional techniques are used by the marketer. Through this study, an impact has been made to find out the various sales promotion tools and its impact on customers buying behaviour with special reference to online shopping with special reference FLIPKARD, NYKAA, TATA CLIQ Online shopping. For conducting the research, data was collected through simple random sampling of 150 respondents through descriptive research design technique. Later the data was analysed and the hypothesis was tested by using chi-square test.*

#### KEYWORDS

online sales promotion, brand awareness, most effective sales promotional technique, customers buying behaviour.

#### JEL CODES

M31, M30.

#### INTRODUCTION

The main aim of this research is to understand impact of sales promotion on consumer's buying behaviour. In this research the major benefits of sales promotion, various types of sales promotion tools and how stimulating these promotions are in the process of making buying decision are clearly analysed and explained. This research also tries to find out the effectiveness of various sales promotional methods with respect to FLIPKARD, NYKAA, TATA CLIQ Online shopping to study was selected to collect the primary and secondary data.

#### MEASURING OF SALES PROMOTION

It is widely known that certain sales promotion techniques help to increase brand awareness, thus encouraging consumers to try the product. Free samples are a means of increasing brand awareness by overcoming the issue of uncertainty that may surround the acquisition of the product. As can be seen, then, almost all the studies that have analysed the effect of the type of promotion on brand awareness have based their analysis on the impact of online sales promotion type on internet user recall generation of associations around the brand. However, as has been mentioned in the earlier concept of awareness, brand awareness is formed as a result of brand recognition, hence to measure awareness it would be more appropriate to use these variables.

1. Advertising certain items in web advertisements, seasonal catalogues and print media with or without discounting the item.
2. Offering special price discounts to targeted customers for a limited timeframe.
3. Offering discounted pricing on a targeted item for a limited timeframe.
4. Promoting certain targeted items directly to certain targeted customers for a defined timeframe, with or without discounting the item.

#### OBJECTIVES OF THE STUDY

1. To determine the various sales promotion techniques used in the online shopping.
2. To determine the impact of sales promotion technique in the customers buying decision.
3. To determine the most inflectional sales promotion technique.

#### RESEARCH METHODOLOGY

##### RESEARCH PLAN

Research Design	Descriptive
Sources of data collection	Primary data – Questionnaire, Personal interviews Secondary data – Books, magazines and internet
Research instrument used	Questionnaire
Research Technique Survey	Questionnaire through Google form
Sample collected	FLIPKARD, NYKAA, TATA CLIQ with reference Distt. Mandi (HP)
Sample size	150 customers

##### RESEARCH QUESTIONNAIRE

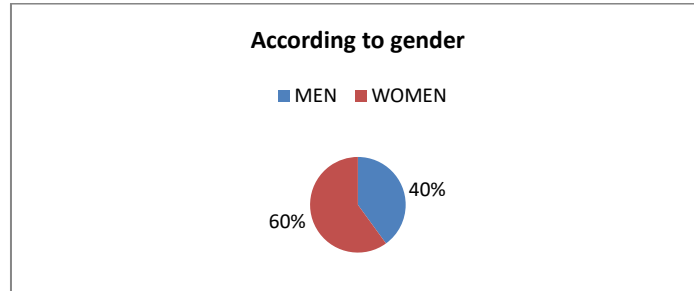
In order to successful analysis of the research, a set of questionnaires was prepared and asked to the customers who shop online. The consumers were asked whether their purchase decisions are influenced by the promotional offers like-price discount, buy one get one (B1G1) and coupon and promotional offers motivate them to buy another brand rather than regular brand. Respondents were asked to evaluate in four-point scale where "4" denotes strongly agree, agree, neutral and disagree.

**SAMPLE DESCRIPTION DATA**  
**ACCORDING TO GENDER**

**TABLE 1**

MEN	WOMEN	TOTAL
60	90	150

**CHART 1**

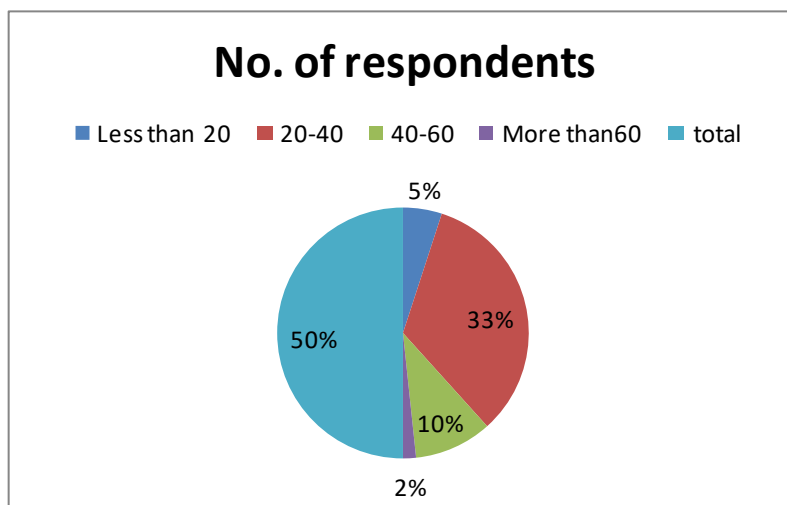


**ACCORDING TO AGE**

**TABLE 2**

On the basis of age	No. of respondents
Less than 20	15
20-40	100
40-60	30
More than60	5
total	150

**CHART 2**



**ACCORDING TO WORK STATUS**

**TABLE 3**

Housewife	30
Student	50
Employed	40
Self-employed	120
Retired	10
Total	150

**CHART 3**

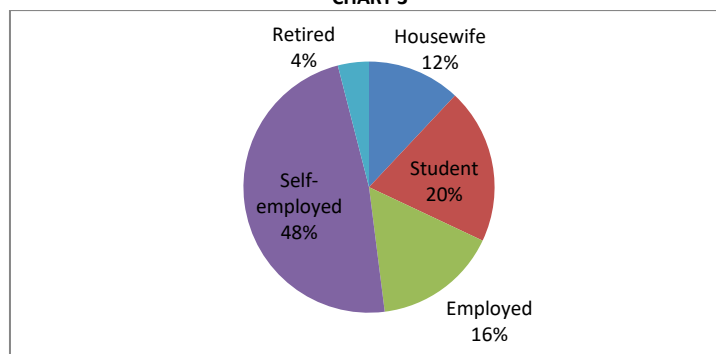
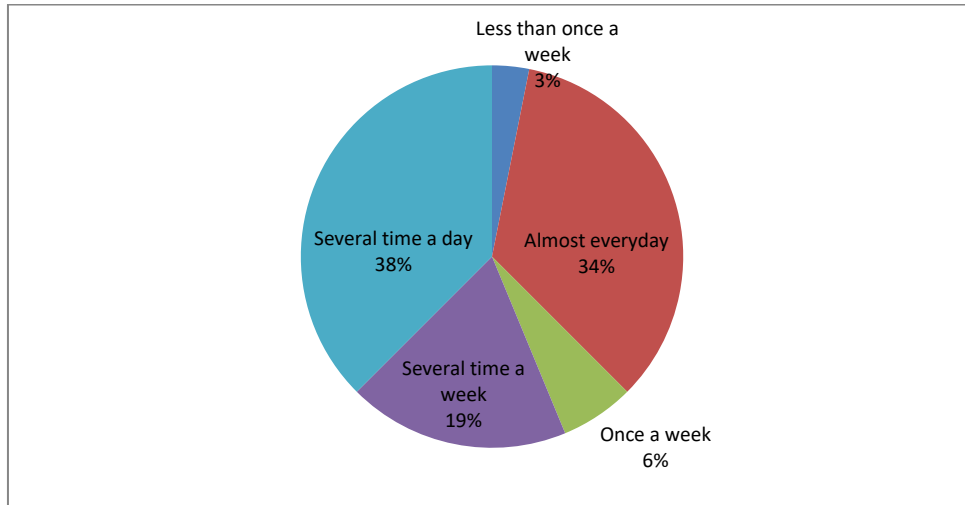


TABLE 4

Less than once a week	05
Almost everyday	55
Once a week	10
Several time a week	30
Several time a day	60
total	150

CHART 4

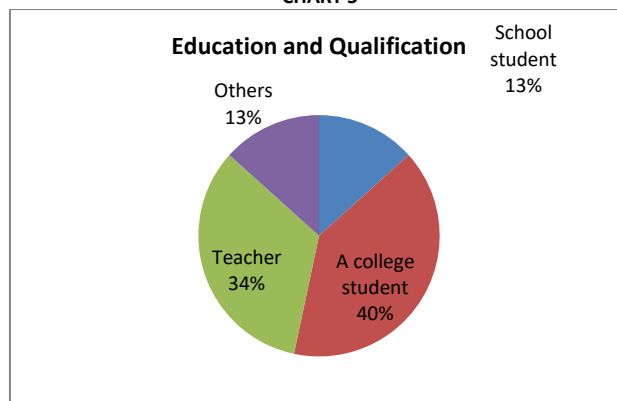


ACCORDING TO EDUCATION AND QUALIFICATION

TABLE 5

School student	20
A college student	60
Teacher	50
Others	20
Total	150

CHART 5



RESEARCH FINDING & INTERPRETATION

A total 150 people were surveyed and chosen randomly. The surveyed people belonged to different gender, age group, work status, education & qualification and internet use of FLIPKARD, NYKAA, TATA CLIQ Online shopping with reference of Distt. Mandi in (H.P). The Research was conducted in three online shopping sites.

HYPOTHESIS TESTING

H0 = "sales promotional activity is not having any significant impact on customers buying behaviour"

H1 = "that sales promotional activity is having significant impact on customers buying behaviour" Does sales promotional activity is not having any significant impact on customers buying behaviour?"

TABLE 6

Category (gender)	Strongly agree	agree	Neutral	Disagree	Total
Female	72	12	2	4	90
Male	32	15	8	5	60
Total	104	27	10	9	150

TABLE 7: CHI SQUARE TEST

Observed frequency	Expected frequency	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
72	62.5	9.5	90.25	1.44
32	41.5	9.5	90.25	2.17
12	16.2	4.2	17.64	1.09
15	6	9	81	13.5
2	6	4	16	2.66
8	4	4	16	4
4	5.4	1.4	1.96	0.39
5	3.6	1.4	1.96	0.54
Total				25.79

$$Df = (2 - 1) (4 - 1) = 3$$

The calculated chi-square value = 25.79

$$Df = (2 - 1) (4 - 1) = 3$$

Table value at 0.05 of significance and 3 degree of freedom (Df) = 7.377

#### DECISION

Since the measured chi-square ( $X^2$ ) value (25.79) is greater than the table value (7.377), we dismiss the null hypothesis ( $H_0$ ) and support the alternative hypothesis ( $H_1$ ) and we can conclude that "that sales promotional activity is having significant impact on customers buying behaviour"

#### CONCLUSION

According to the findings, sales promotion efforts encourage clients to consume products on the market, resulting in higher consumption rates and sales volume. The association between sales promotion and client purchasing behaviour is substantial. According to this study, sales promotional activities have an effect on customers' purchasing decisions. Various types of incentives can be used to encourage sales promotion. Sales promotion can be influenced by a variety of factors, including promotional strategies such as free samples, price reductions, social and physical surrounds. Furthermore, the structure provides unique insights into how various consumers respond to a variety of marketing techniques and their influence on consumer purchasing behaviour and sales promotion.

#### REFERENCES

1. Ashraf, M. G., Rizwan, M., Iqbal, A., & Khan, M. A. (2014). The promotional tools and situational factors' impact on consumer buying behaviour and sales promotion. *Journal of public administration and governance*, 4(2), 179-201.
2. Bagga, T., & Bhatt, M. (2013). A study of intrinsic and extrinsic factors influencing consumer buying behaviour online. *Asia-Pacific Journal of Management Research and Innovation*, 9(1), 77-90.
3. Brown, A. (2007) "Consumer buying behaviour" [Online] Available: <http://www.udel.edu/alex/chapt6.html> (August 27, 2009).
4. Das, G. (2011). Effect of retail sales promotion on buying behaviour of customers: An empirical study. *Indian Journal of Marketing*, 41(7), 25-35.
5. <http://www.dypatil.edu/schools/management/wp-content/uploads/2015/05/Study-Of-The-Effectiveness-Of-Online-Marketing-On-Integrated-Marketing-Communication-Amruta-Pawar.pdf>.
6. Kothari, C.R. (2011). *Research Methodology. Methods and Techniques* (2th Edition). New Delhi: New Age International (P) Ltd, Publishers.
7. Luk, S. T., & Yip, L. S. (2008). The moderator effect of monetary sales promotion on the relationship between brand trust and purchase behaviour. *Journal of Brand Management*, 15(6), 452-464.
8. Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of retailing and consumer services*, 29, 92-103.
9. Santos, K. E. S., & Santos, A. R. (2020). Factors Affecting Consumer Satisfaction to Online Shopping. *International Journal of Humanities and Education Development (IJHED)*, 2(6), 571-575.
10. Sharma, A., & Jhamb, D. (2020). Changing consumer behaviours towards online shopping-an impact of Covid 19. *Academy of Marketing Studies Journal*, 24(3), 1-10.

**CUSTOMERS AWARENESS AND SATISFACTION TOWARDS GREEN PRODUCTS**

**ANKUSH RANGA**  
**INDEPENDENT RESEARCHER & ALUMNI**  
**DEPARTMENT OF COMMERCE**  
**MAHARSHI DAYANAND UNIVERSITY**  
**ROHTAK**

**ABSTRACT**

*More than ever, customers are concerned about how their purchases will affect the environment. To meet this demand, businesses are adopting green business trends. In 60 different nations as of 2014, "55 percent of consumers are willing to pay more for products made by businesses that practice environmental responsibility. The number of people who have switched to a more sustainable way of life has sharply increased. The objectives of the paper are to know about the customer's awareness and satisfaction towards green product. Apart from this, the focus of the paper is also to find out the factors that influence the purchase behavior of customers towards green products. From analysis, it is found that majority of respondents were aware about green products and peer group was the main sources of awareness. It is also evident that majority wants to purchase green products again; it means they were satisfied with the product.*

**KEYWORDS**

awareness, customer satisfaction, green product.

**JEL CODES**

M31, O13.

**INTRODUCTION**

Humans have used more resources in the last 50 years than at any other time in history. The benefits of green products have attracted a lot of end-user interest. These consumers, often known as the "green generation," are more likely to "go green"; they support making ecologically responsible decisions and using sustainable products that emit little to no pollution. In a more connected world, consumers are becoming more aware of the environmental effects of a growing population competing for scarce natural resources. Simply put, most customers are more open to buying safer products, especially if they are just as easy to use and find as other products.

Numerous studies have examined the connections between demographic factors (primarily gender, age, education, and income), environmental factors (environmental concern, eco-literacy, perceive environmental responsibility, etc.), and non-environmental factors (interpersonal influence, religiosity, collectivism, and individualism) (Laroche et al., 2001; Rice, 2006; Lee, 2008; Lee 2009; Cheah and Phau, 2011; Awad, 2011). Researchers have made an effort to pinpoint the causes of the "green mindset" (Laroche et al., 2001; Cheah and Phau, 2011). Researchers have also looked at how customer attitudes toward green products are affected by green marketing tactics such green labelling, packaging, branding, advertising, etc. (Juwaheer et al., 2012; Rahbar and Wahid, 2011; Mourad, 2012; Raska and Shaw, 2012; Nath et al, 2013). The majority of those early investigations focused on the identification of the green consumer and the investigation of the relationships between environmental concern and behaviour (mostly consumer participation in recycling systems) (Chamorro et al., 2009). The numerous waves of public concern about the environment have been reflected in research on green marketing. The research on green marketing was primarily descriptive and lacked academic rigour and perspective until the early 1990s (Jain & Kaur, 2004). During this time, research was conducted from a "managerial perspective," with a particular emphasis on issues related to marketing, market segmentation, and "green" consumer behaviour (Peattie, 1999). A new study programme that concentrated on broader and more conceptual questions surrounding the material sustainability of marketing started to develop towards the middle of the 1990s (Peattie, 1999). Researchers in this new era concentrated on a larger range of challenges than those previously studied (Chamorro et al., 2009). Since the 1990s, researchers have been conducting academic analyses of customers' green attitudes and behaviours in order to give green marketers managerial insights into how to more successfully sell their green concepts and goods. Chamorro et al. (2009) examined the key traits of studies on green marketing that were published between 1993 and 2003.

**OBJECTIVES OF THE PAPER**

The objectives of the paper are to know about the customer's awareness and satisfaction towards green product. Apart from this, the focus of the paper is also to find out the factors that influence the purchase behavior of customers towards green products.

**METHODS**

To achieve the objectives primary data is collected through questionnaire. Percentage method is used to analyse the data.

**SCOPE OF THE STUDY**

The study is conducted in Rohtak City.

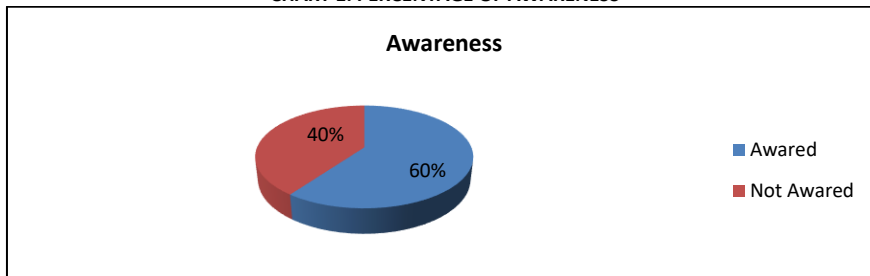
**SAMPLE SIZE**

The sample size of the present study is 100. Convenient sampling technique is used.

**RESULTS AND DISCUSSION****TABLE 1: AWARENESS ABOUT GREEN PRODUCTS**

Particulars/Awareness	Frequency	Percentage
Aware	60	60
Not Aware	40	40
Total	100	100

CHART 1: PERCENTAGE OF AWARENESS

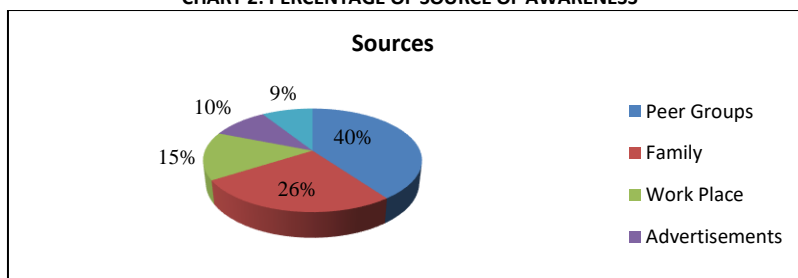


From the above table and chart, it is cleared that 60 percent respondents were aware about the green products while 40 percent were not aware.

TABLE 2: SOURCE OF AWARENESS ABOUT GREEN PRODUCTS

Reasons	Frequency	Percentage
Peer Groups	40	40
Family	26	26
Work Place	15	15
Advertisements	10	10
Others	9	9
Total	100	100

CHART 2: PERCENTAGE OF SOURCE OF AWARENESS

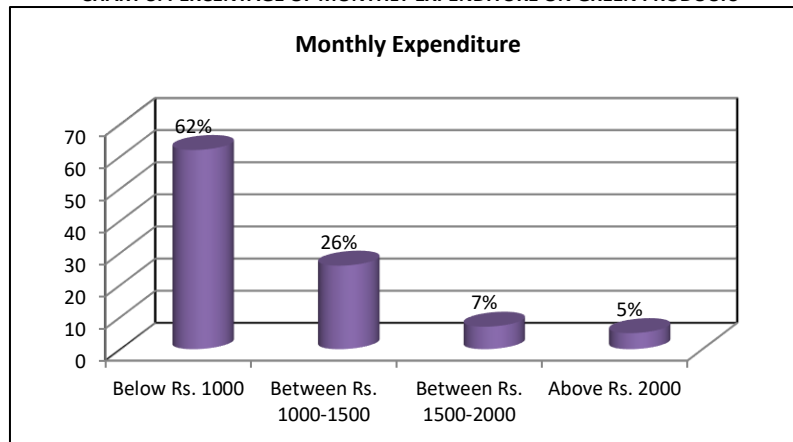


From the above table and chart, it is cleared that majority of respondents said that the peer group is the source of awareness while purchasing green products which is followed by family, workplace and advertisement.

TABLE 3: MONTHLY EXPENDITURE ON GREEN PRODUCTS

Expenditure	Frequency	Percentage
Below Rs. 1000	62	62
Between Rs. 1000-1500	26	26
Between Rs. 1500-2000	7	7
Above Rs. 2000	5	5
Total	100	100

CHART 3: PERCENTAGE OF MONTHLY EXPENDITURE ON GREEN PRODUCTS

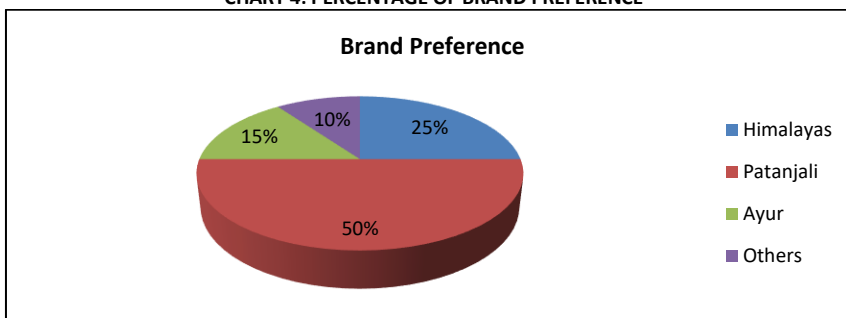


From the above table and chart, it is cleared that 62 percent respondents spent less than Rs. 1000 on green products. After that 26 percent respondents spent between Rs. 1000-1500, followed by between Rs. 1500-2000 with 7 percent. Only 5 percent respondents spent more than Rs. 2000 on green products.

TABLE 4: BRANDS PREFERRED IN GREEN PRODUCTS CATEGORY

Brands	Frequency	Percentage
Himalayas	25	25
Patanjali	50	50
Ayur	15	15
Others	10	10
Total	100	100

CHART 4: PERCENTAGE OF BRAND PREFERENCE

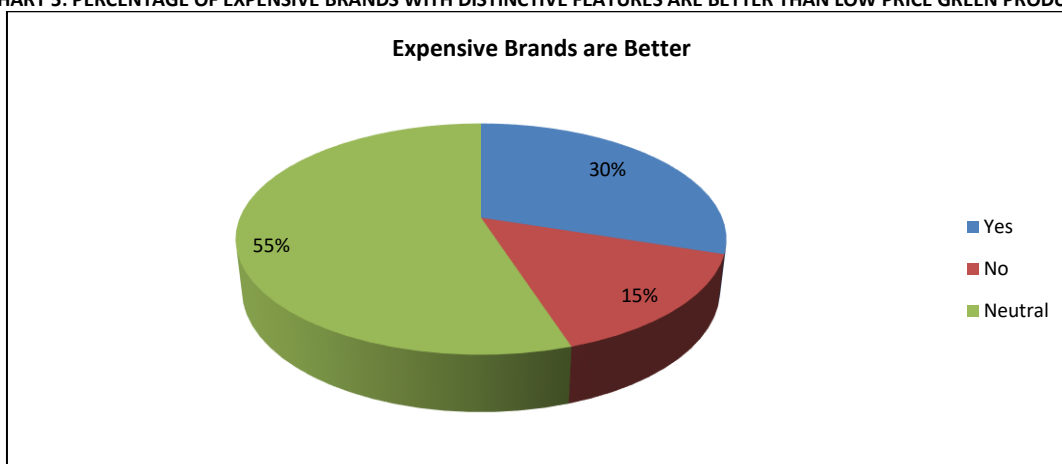


From the above table and chart, it is cleared that majority of respondents preferred Patanjali, after that Himalayas followed by Ayur.

TABLE 5: EXPENSIVE BRANDS WITH DISTINCTIVE FEATURES ARE BETTER THAN LOW PRICE GREEN PRODUCTS

Particulars	Frequency	Percentage
Yes	30	30
No	15	15
Neutral	55	55
Total	100	100

CHART 5: PERCENTAGE OF EXPENSIVE BRANDS WITH DISTINCTIVE FEATURES ARE BETTER THAN LOW PRICE GREEN PRODUCTS

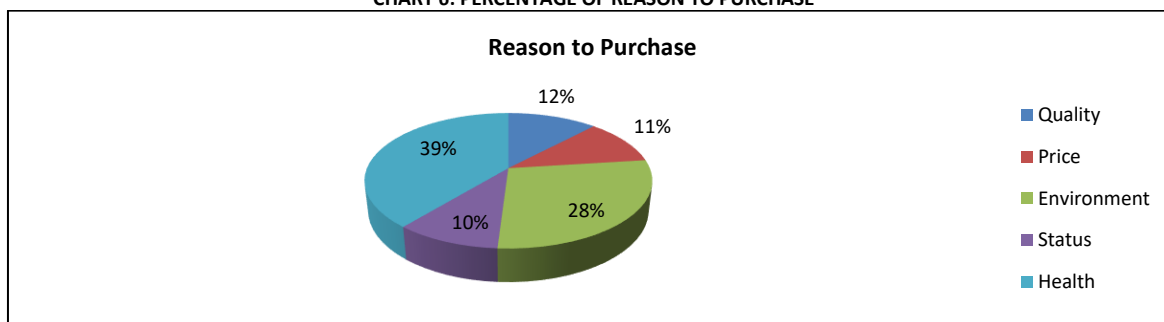


From the above table and chart, it is cleared that majority of respondents are neutral which is followed by yes, that expensive brands with distinctive features are better than the low price green products.

TABLE 6: REASON TO PURCHASE GREEN PRODUCTS

Reason	Frequency	Percentage
Quality	12	12
Price	11	11
Environment	28	28
Status	10	10
Health	39	39
Total	100	100

CHART 6: PERCENTAGE OF REASON TO PURCHASE

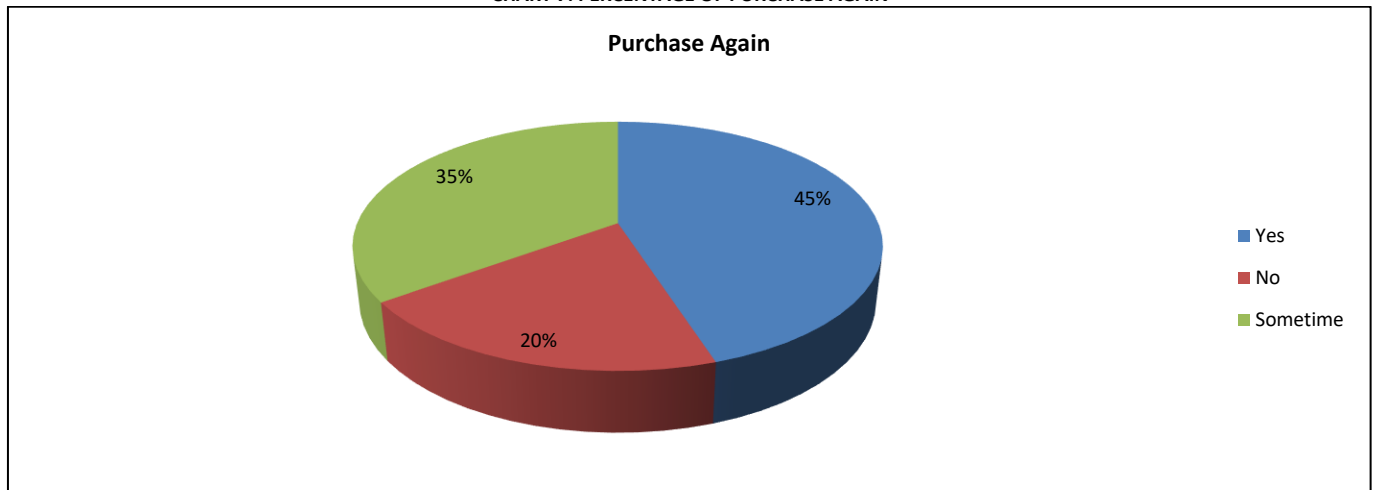


From the above table and chart, it is evident that concern for health is the main reason to purchase green products which is followed by environment factor, quality, price and status.

TABLE 7: PURCHASE AGAIN

Particulars	Frequency	Percentage
Yes	45	45
No	20	20
Sometime	35	35
Total	100	100

CHART 7: PERCENTAGE OF PURCHASE AGAIN



From the above table and chart, it is cleared that 45 percent of respondents said yes, they want to purchase again the green products while 35 percent said they want to purchase sometimes. Majority is satisfied.

### MANAGERIAL IMPLICATION

It is evident from the paper that there is room for the producer or marketer to raise awareness of green products. Social media may be quite important in this. Customers might be encouraged to buy green products by informing them of the necessity of such products in halting environmental destruction. One of the main factors influencing the purchasing of green products is health, but quality can also be crucial. Better-quality green products may cause consumers to spend more each month on those products, and they may also transform their perception of green products from being inferior to costly brands with standout characteristics. All of these elements will entice buyers to buy green products more frequently in the future.

### CONCLUSION

Consumers are becoming more informed about the environmental effects of a growing population contending for limited natural resources in our more connected world. Simply put, most consumers are more receptive to safer items; particularly Consumers are becoming more informed about the environmental effects of a growing population contending for limited natural resources in our more connected world. Simply put, most consumers are more receptive to safer items, particularly if they are equally simple to use and locate as other products. Most customers start living more sustainably at home by recycling, composting, or minimising food waste. The third area of concentration is having consumers reevaluate how they shop and consume, whether it be by consuming less single-use plastic, purchasing fewer new items, or by purchasing more seasonal goods. One in two consumers claims to have fixed an item rather than purchasing a new counterpart, demonstrating how consumers are embracing "circularity."

### REFERENCES

1. Awad, T. A. (2011). Environmental segmentation alternatives: buyers' profiles and implications. *Journal of Islamic Marketing*, 2(1), 55-73.
2. Chamorro, A., Rubio, S., & Miranda, F. J. (2009). Characteristics of research on green marketing. *Business Strategy and the Environment*, 18(4), 223-239.
3. Cheah, I., & Phau, I. (2011). Attitudes towards environmentally friendly products: The influence of ecoliteracy, interpersonal influence and value orientation. *Marketing Intelligence & Planning*, 29(5), 452-472.
4. Das, P. (2021). What Is A Green Product? – Examples, Advantages, & Challenges, retrieved from FEEDOUGH Website: <https://www.feedough.com/green-product/>
5. Green Industry Analysis 2020 - Cost & Trends, retrieved from FRANCHISE HELP Website: <https://www.franchisehelp.com/industry-reports/green-industry-analysis-2020-cost-trends/>
6. How consumers are embracing sustainability, retrieved from DELOITTE Website: <https://www2.deloitte.com/uk/en/pages/consumer-business/articles/sustainable-consumer.html>
7. Jain, S. K., & Kaur, G. (2004). Green marketing: An attitudinal and behavioural analysis of Indian consumers. *Global Business Review*, 5(2), 187- 205.
8. Juwaheer, T. D., Pudaruth, S., & Noyaux, M. M. E. (2012). Analysing the impact of green marketing strategies on consumer purchasing patterns in Mauritius. *World Journal of Entrepreneurship, Management and Sustainable Development*, 8(1), 36-59.
9. Keepitgreen, Green Business Trends and What to Expect retrieved from SMARTCITIESDIVE Website: <https://www.smartcitiesdive.com/ex/sustainablecitiescollective/green-business-trends-and-what-expect/1182102/>
10. Kirmani, M. D., & Khan, M. N. (2016). Green consumerism: a review of extant literature. *Pacific Business Review International*, 1(2), 48-59.
11. Laroche, M., Bergeron, J., & Barbaro-Forleo, G. (2001). Targeting consumers who are willing to pay more for environmentally friendly products. *Journal of consumer marketing*, 18(6), 503-520.
12. Lee, K. (2008). Opportunities for green marketing: young consumers. *Marketing intelligence & planning*, 26(6), 573-586.
13. Lee, K. (2009). Gender differences in Hong Kong adolescent consumers' green purchasing behavior. *Journal of Consumer Marketing*, 26(2), 87-96.
14. Mourad, M., & Ahmed, Y. S. E. (2012). Perception of green brand in an emerging innovative market. *European Journal of Innovation Management*, 15(4), 514-537
15. Nath, V., Kumar, R., Agrawal, R., Gautam, A., & Sharma, V. (2013). Consumer Adoption of Green Products: Modeling the Enablers. *Global Business Review*, 14(3), 453-470.
16. Peattie, K. (1999). Trappings versus substance in the greening of marketing planning. *Journal of Strategic Marketing*, 7(2), 131-148.
17. Peattie, K. (2001). Towards sustainability: the third age of green marketing. *The Marketing Review*, 2(2), 129- 146.
18. Peattie, K., & Charter, M. (2003). Green marketing. *The marketing book*, 5, 726-755.
19. Rahbar, E., & Wahid, N. A. (2011). Investigation of green marketing tools' effect on consumers' purchase behavior. *Business Strategy Series*, 12(2), 73-83
20. Raska, D., & Shaw, D. (2012). Is the Greening of Firms Helping Consumers to Go Green?, *Social Marketing Quarterly*, 18(1), 40-54



## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Computer Application & Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue, as well as on the journal as a whole, on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries, please feel free to contact us on our e-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward to an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## **DISCLAIMER**

The information and opinions presented in the Journal reflect the views of the authors and not of the Journal or its Editorial Board or the Publishers/Editors. Publication does not constitute endorsement by the journal. Neither the Journal nor its publishers/Editors/Editorial Board nor anyone else involved in creating, producing or delivering the journal or the materials contained therein, assumes any liability or responsibility for the accuracy, completeness, or usefulness of any information provided in the journal, nor shall they be liable for any direct, indirect, incidental, special, consequential or punitive damages arising out of the use of information/material contained in the journal. The journal, neither its publishers/Editors/ Editorial Board, nor any other party involved in the preparation of material contained in the journal represents or warrants that the information contained herein is in every respect accurate or complete, and they are not responsible for any errors or omissions or for the results obtained from the use of such material. Readers are encouraged to confirm the information contained herein with other sources. The responsibility of the contents and the opinions expressed in this journal are exclusively of the author (s) concerned.

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

