

A Study on online purchase of generic software in B2C Market with reference to Bangalore City

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Abstract:

The online Consumers appreciate the B2C brands that have created effective marketing strategies and of course the brands which have proved they are worth of buy. So, if B2C brands need to do business through online it has to abreast the latest trends of market, and also need to be focused on prime drivers and the unseen challenges.

The information which is gathered through the primary and secondary process is subjected in the structured questionnaire and this questionnaire is analyzed by using simple statistics and also Chi- Square Test as applicable statistical tool for the hypothesis testing to draw the right interpretation.

The customers are more involved in purchasing the online generic software from B2C market and the products are offered by this platform creates huge impact among the buyers. The products which are slow moving in the marketplace that are also kept in this platform so that company can clear the stocks and to have more flexibility for the companies to come up with new and upgradable software that can be beneficial for the buyers.

Keywords: Generic software, software, B2B, B2C, Online buys, online purchase, Market.

Type: Research Paper.

Introduction

India is considered as one of the opportunity based country for most of the sectors. Considering the retail sector that is booming and helps in building strong economical nation, this is oldest concepts with new verticals that can meet the expectations of the customer. The concept of retail has emerged with lot of promises to customers by offering huge product dimensions. As a result business to customers and business to business transactions are very common in the arena.

B2C concept is an upholding trend in any type of business that offers consumer-based products as well as the services. This concept is actualized with good strategies, techniques, methods, tactics and some managerial practices for endorsing the product and services in the market. When we consider this concept, the marketers use this concept to invoke consumer's emotional connection with value addition and the benefit of their products and services that are offered to them.

As we are in digital era internet has become one of the most admired platform and also viable medium where B2C brands look for market insights to promote effectively their products and services. These brands appear online, right in front of the target customers. Every company wants to take at least small pie of the \$3.53 trillion business globally and expected this industry will generate the revenue up to \$ 6.54 trillion by 2023.

The online Consumers appreciate the B2C brands that have created effective marketing strategies and of course the brands which have proved they are worth of buy. So, if B2C brands need to do business through online it has to abreast the latest trends of market, and also need to be focused on prime drivers and the unseen challenges. It is as good as to create customer products especially in generic software products through marketing campaign to gear up in this platform.

Every company's website needs to offer a sense of sophistication to their visitors especially when it is a new company. And it works based on the building sequential direction. If it is older company and sophistication, is more often considered, that can help in expansion, cross selling, vertical dimensions and cross selling for better prospects.

Review literature

Dr. C.P. Gupta et. al. (2007) aims at gap exist between the lifestyle of the customers of metropolitan cities and non metropolitan cities. The business setup primarily focuses on the availability of the resources particularly space, accessible exists then scope of quality; delivery and prompt services are deemed. This also offers the great shopping experiences for the customers.

G. Laxmi Prabha et. al. (2007) focuses on the retail customers in India. The trends of retail business and formats are discussed in Indian context. This sector is more promising as compare with other developing countries. This business has enormous potential that caters the products and services to the customers.

Irfan Mumtaz K.S. (2016) states the retail industry has set the benchmark for rest of the sector in this era. The retail system got more unique concepts and assorted with different dimensions. As the market is in fast pace the major players in the industry are new entrants who actually patter the market. These markets are more operated by the Business (retailers) to attract the customers in various ways.

K. Rama Mohan Rao. et. al (2013) observed that retailing is booming and has not affect in the decision of consumer and individuals opinion. The factors that are considered for this study is quite useful for the business and a sort of gratification and satisfaction can be achieved. It's revealed that the business is high priced and high quality to purchase intention of the consumers.

Manju Malik (2012) noticed that the availability of new products and service quality combination of store convenience, Product quality are the first priority of most of the Indians customers. The structure of the business and its performances are purely dedicated with retailers, Company and platform that are offered to the customers.

Statement of the problem

The market is drastically changing and the interest, preferences of the customers are also varying from time to time. In the past decade the concept of buying was through visiting the stores/ outlet but after digitalization in market same set of the customers are interested to buy the products through online. Especially when it comes to groceries and other fashion type of the products, the customers are interested to make a buy as few online sites offers good discount and holding fair strategy to attract the customers to their platform. As for as the groceries, fashion and other same set of products are sold on the online platforms, this study examines the interest and level of confidence in buying generic software products especially in this online platform.

Research Objective

1. To know about the online generic software in B2C market
2. To know the level of online purchase and offline purchase of generic software in B2C market
3. To identify the factors which influence the online purchase of generic software by business customers (B2C)

Hypothesis

H₀: There is no significant difference between online and offline buying of software products in B2C market

H₁: There is significant difference between online and offline buying of software products in B2C market

Research Methodology

Type of the research

This research is virtuously empirical and descriptive research design is used with method of survey. This method is adopted to know the level of online purchase of generic software in B2C market and also the factors which influences the online purchase of generic software by business to customers (B2C) in the selected region.

Sampling Design

In this research design, the respondents and Software Engineers are considered who use computers (i.e. desktop and laptop) for their personal routine and also who has the fair knowledge on the software.

Sample Size

As the study is based on Bangalore region, a greater number of respondents use software for their computers but knowledge of respondents on the generic software is fewer. So, in this research the sample size 100 is considered for balanced fair outcome.

Data Collection

In this research the collection of data is achieved through questionnaire for gathering the primary information whereas in case of secondary information the research articles/ works, various reports were taken.

Analysis

The information which is gathered through the primary and secondary process is subjected in the structured questionnaire and this questionnaire is analyzed by using simple statistics and also Chi- Square Test as applicable statistical tool for the hypothesis testing to draw the right interpretation.

Hypothesis testing

- 1) H_0 : There is no significant difference between online and offline buying of generic software products in B2C market

By surmise of “Factor influencing online purchase of generic software in B2C Market” for both online and offline buying (Hypothesis) is evaluated and the calculation is as follows

Table No. 01: Chi – Square Test Value Online and offline buying of generic software products in B2C market.			
Level of Significance	Degrees of freedom	Table Value	Calculated Value
5%	96	135.44	218.5
Source: Author’s Compilation			

From the above Table, Chi- Square Test Value is 135.44 at $\alpha=0.05$ followed by degree of freedom 96. Since the calculated value of $\chi^2 = 218.5$ is greater than its table value, the null hypothesis is rejected. Consequently we can say that there is significant difference between online and offline buying of generic software products in B2C market

Table No. 02: Influencing Factors of online purchase of generic software in B2C Market.						
Sl. No.	Factors	Response	Acceptance	Rejection	Std. Dev.	Variance
1.	Ability to shop round the clock	Positive	68	32	15.49	239.9
2.	Ability to compare and review	Positive	83	17		
3.	Better pricing	Positive	92	08		
4.	Wider variety and ease of	Positive	88	12		

	selection					
5.	The need for instant gratification	Neutral	50	50		
6.	No Shipping-related issues	Positive	79	21		
7.	Online Assistance	Positive	67	33		
8.	Story Telling Style i.e. Logic or Emotions	Positive	58	42		
9.	Customer Service	Positive	64	36		
10.	Warranty and Replacement	Positive	81	19		
11.	Customized Offering	Neutral	50	50		
12.	Fear of Missing Offer	Negative	38	62		
13.	Brand Name and Reputation	Positive	65	35		
14.	Hassle Free Installation	Positive	80	20		
15.	Usage, Utility and Exposure	Positive	74	26		
16.	Free Trials	Neutral	50	50		
17.	To improve their status	Positive	61	39		
18.	To save money, time, and energy	Positive	73	27		
19.	To avoid fear and to feel safe	Positive	89	11		

20.	Artificial intelligence marketing (AIM) use to deliver truly personalized experiences	Positive	52	48		
21.	The changing role of the B2C marketer	Positive	78	22		
22.	Modern problems; old solutions	Neutral	50	50		
23.	Tapping into the ever-growing mobile user base	Neutral	50	50		
24.	Quantifying attribution success and return on investment	Negative	48	52		
25.	Fighting oversaturation	Neutral	50	50		
Source: Author's Compilation						

Limitations of the study

- This is exclusive for B2C market no other market is considered.
- Usage of this study on generic software varies from region to region and also time by time

Conclusion

The customers are more involved in purchasing the online generic software from B2C market and the products are offered by this platform creates huge impact among the buyers. The products which are slow moving in the marketplace that are also kept in this platform so that company can clear the stocks and to have more flexibility for the companies to come up with

new and upgradable software that can be beneficial for the buyers. As the matter of fact that the factors that are defined plays a more prominent role for the purchasing decision of generic software in the market. By offering the right and desired generic software products to buyers creates good market and will have more potential that helps in the improvement of the standard/ lifestyle.

Scope for further research

This research paper opens up more opportunity for the researches to do research on the following topics such as online purchase of generic software in B2B Market, online purchase of customized software in B2B Market.

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