

## E-Commerce Web Crawling to Facilitate Consumers for Economical Choices

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### ABSTRACT

In this research paper we discuss about the relationship between online deals portals and consumers. Consumers from all over the globe now ordering products over the internet, globally online shopping and shopping portals are increasing, and consumers who want to save some bucks spend lot of time and face difficulties to shop something until they find the best deal. The main purpose of writing this research is to propose a concept of online portal to help consumers in finding the best deal in the premises of their region under one roof. The portals collect deals and discount offers on daily basis from all over the globe either it is an online store or local store and will put it on portal. The hypothesis research for my research is that “An Online Deal Portal Providing newest Deals, Discount & Sale Offers to Consumers All over the World”.

## 1.0 INTRODUCTION

The influx of information technology predominantly internet has increased the levels of communication and informational exchange through a set of interconnected computers. The use of internet has produced convenience and ensured ability to transmit information at high speed with robust capacity. The concept of shopping online has gained importance among general public and the demand for online shopping is set to increase substantially in the future (Benjamin, R. &Wiegand (2016).

The instantaneous rise in online shopping among various consumers reflects the prospective benefits for consumers and businesses can attain through shopping online. The internet was conceptualized and made as to produce a unique link between supplier and customers with the use of a registered technology in terms of business perspective.

The internet has served as an effective communication medium for consumers to find out information about various items in terms of buying and also drawing parallels with other brand have to offer to overall consumers (Bartos, R. (2015), Market for online shopping among European Union member Countries has shown immense growth opportunity and potential. From 2014 to 2015, the consumers who used internet for shopping show an increase from 22% to 34% among all the European Union Member Countries. In the year 2011, approximately 32% of the individuals were consumers who bought products or services through internet.

In study conducted by Association ACSEL(Jill Mosteller.et.al, 2015), contained respondents who did purchase of products or services through internet. The

market is mature which consists of countries like Germany, United Kingdom and Nordic countries where percentage of online costumers is approximately at 80%.Online Shopping show increased prominence in the countries like Sweden where sales did increase by over 15% in third quarter for the year 2015.It was also examined that among whole Concentration of online customers, the majority were mostly young people who spend most of their money on shopping on the internet.

The young individuals tend to make their choices in using various mediums depending on their socialization needs, personal identification needs and personalities. They tend to make choices based on the method that which medium will cater their needs in most appropriate manner (Sejin Ha, Leslie Stoel, (2012).

The majority share of online shopping market consists of young people who go to college and are from 20 to 29 years old. There is increasing growth in online shopping among young consumers as over 70% of the age group purchased product or services online in 2013.It was found that old people had lukewarm response on online shopping as the frequency was lower as it was 41% from ages of 50 to 59 who bought products once in a while for the year 2015.

The age group that showed increase level of online shopping was from the age group 40 to 49 years (Jumin Lee.et.al, 2011).

The above understanding clearly states that old people generally shop less in online stores than young people. To buy an electronic product was found to take a high share in online shopping items purchased by individuals as it provided convenience to buy their preferred

items. The individuals seem huge potential benefits in purchasing products on the internet.

In report for the commission of European communities, leisure and travel places were found to be prominent choice among individuals for online shopping which constitute 42% of the age group and the next was electronic items which constitute 25% of young individuals who purchased products on online mediums (Chin-Lung Hsu.et.al, 2013).

The growing prominence of online shopping has persuaded many premier companies like Samsung, Phillips and Sony to articulate and design best product to adequately cater the needs of the consumer. Online shopping done by customers for electronic goods provides comfort and convenience in their life as compared to other products or services.

The online shopping is a medium that provides customers with a chance to find a wide range of products and to thorough examine their attributes and then make rationale choice to buy a product. The consumers can also find special offers on products or services such as deals, and discounts offered by various companies in online stores.

The rate of information is diffused at such a brisk rate that a user can get information on a product when firm is planning to launch an upgraded or new version for the product in the market. The other potential advantage of online shopping is that customers can get their preferred products or services at their door steps which save them a lot of time in terms of physically going to a marketplace and making a purchase (Ling (Alice).et.al, 2013).

To make a purchase through online stores for any product provides considerable advantage in terms of reduction in time and cost of visiting a marketplace to buy a product (Hasslinger, A. (2007).

In conclusion, the influx of internet has brought the novel concept of online shopping to fore and has made items a very essential part of everyone life especially young people. The field of electronic is now going through rapid stage of evolution due to increase in consumption of products on daily basis.

The online platform of shopping does provide customers with comfort and convenience in overall buying process. In the foreseeable future, there shall be more increase in the number of online stores i.e. retailers which promises a bright prospect for the overall market. The retailers from industry must grasp this window of opportunity and should try to maximize their efforts to gain maximum benefit to gain market share by delivering superior products and services. Sufficient amount of consumers from all over the world attract to online shopping as Internet become the future of online shopping. The boost in online shopping is the proof of that it convincing consumers with many advantages from shopping over the internet. It assures great pay backs to both businesses and consumers. For supplier, Internet become a unique relationship between consumers and suppliers, and for consumers, Internet becomes a major source for consumer to search for up to the minute information about sales deal,

discounts offers and support with comparison shopping and decision making(Alam, S..et.al, 2010).

Online Deal and discount portals are also become very popular these days. Consumers are searching for deals and discount offers on portals rather than to directly buy a product from online retailer on retail price. These online deals and discounts consciousness is not only popular abroad but are also very common in Pakistan. Before e-commerce, deals and discounts were common too because at that time consumers go directly to the local retailers or hypermarkets to check out with some sales and discounts offers, many retailers all over the globe such Walmart(USA) Supermarket(USA), Makro(Pakistan), Hyper star(Pakistan), Big bazar(India), Hyper city(India), use to attract consumers with discount deals and buy one get one on products(Authority, T. I., 2009).

## 2.1 Problem of Statement

Consumer Behavior over Internet referencing to Consumer Behavior Report, "three in five buyers specified that they spend more time searching a product online to save some bucks because of the product prices and tough economy and rest of 40 percent of buyers indicate that they spend about the same amount of time online".

Consumers who want to save money visits more ecommerce deal and discount portals to find a best deal as compared to regular consumers. The struggle in finding a deal or discount offer over internet is irritating and time consuming it need so much effort. Consumer used to search for a product in every online store one by one and compare its product and prices with another online store's. moreover, to find any best deal, consumers must find the deal in specific time otherwise product will be out of stock or it will be gone and yes there is some portals giving information about deals and discounts but they are limited to their local region only. There is no any web portal out there which provides up to the minute information about deal and discount offers under roof to facilitate consumers from all over the globe.

## 2.0 LITERATURE REVIEW

Some of the research that has been done shows that consumer behavior in online shopping, be it positive effect or negative effect. It has been obvious that while researching for this particular topic "online deal portal and its effect on consumers", there has been very little research done by researchers, giving me more reasons to work and finally I conducted a study on this topic.

According to the researchers, "Three Factors" that are highly influencing on Consumers are: Consumer's Behavior Factor, Technology Factor and Product Perception. So the author decided to categories our Literature Review according to these factors (Byambaa, B., & Chang, K. 2012).

## 2.1 Consumer's Behavior Factor

A study is done (Sculley, A. B.et.al, 2001), explored the behavior towards online shopping of electronics in Pakistan. Investigate the consumer behavior of Pakistan while shopping over the internet for electronic products and causes foreseeing online shopping and consumer mentality in online shopping. For the methodology, survey questionnaire was used, and t-test was used to evaluate the raw data. Sample comprised of 240 active internet consumers who filled the questionnaire, and the findings were that consumer do concern about prices, accessibility and time saving. In Pakistan, consumer behavior is the same as other countries' consumer behavior, they concern about prices and deal and discount offers and saving of time as much as they can while shopping online. Major choice influence on people indecision making is the best price offer. This study was chosen because its large sample helped to understand the findings, the results and that the methodology was also vast leading to results that cannot be false, they were believable, which is the best part of it, otherwise many studies are diverted towards the desired result by the researcher and those results are not reliable at all.

A study investigated the influencing elements on purchasing persistence of any deal and discount offer online. One thousand seventy seven participants were surveyed through questionnaire, multiple analyses procedures were used and the results said that influencing elements on consumers while purchasing online are Deals and Discount offers, Reliable Enterprise, Reliable brand, Refer from friends and family, Product guarantee, Payment safety, user friendly home page, vast varieties of products and companies and shopping accessibility, cost cutting products, engaging and revealing, clever and surfer over the internet. This study was chosen because it was identify the details about the influencing elements while shopping online(Gallaugher,,et.al, 2000).

Whereas an article explains that the upcoming trends of online shopping. She talks about the trends on e-commerce portals like showy daily deals visualization, deals on occasions, deals trending on ecommerce portal, most likes and comments on deals by users. And talk about different researchers who found out surprising results regarding upcoming trends to influence on the future of online shopping. She explain the flashy deals similar to a very crowded place like football stadium come first and serve first, otherwise no seat will be available there, she give evident on the sites like Ruelala and One Kings Lane are breeding deals at a up to the minute speed. And deals breeding speed depends on how rapidly products is selling out, frequently within some minutes of email alerts comes out, deal becomes out of stock. She also mentions about deal aggregators. As everyone knows there are many deal sites out there that are attracting consumers by their portal's features like portal will only show the information about deal and discount offers in which they are interested. Portals with that features are Deal news, Consumer Search, Fat Wallet

and Brad's. This article was chosen as the writer of this article goes in explain with evidence from the studies of different researchers before and those done recently (Shergill, S.G.et.al, 2005).

Another study explored the effects influencing on consumers online. He did a literature search of all the articles from 1996 to 2006 which was highly focusing on online consumers. The result was that the number of effects were influencing on consumer behavior related with the online shopping. He came to the conclusion that the nine factors are highly influencing on online consumer's behavior including Search engines, websites responsiveness, Deals and Discounts Promotion, Accessibility, Discount Prices, Brands, safety and security, and Compensation will be appropriate to discover and study the consumer online behavior. These factors would lead consumers to adobe online shopping culture. Moreover Saad&et all also mentions that this research could facilitate e marketers greatly by understanding these factors and design their e-marketing portal's business model in the light of these factors mention above. This study was chosen because its results were impressive when it talked e-marketers business model, as this finding could help almost every e-marketing company to develop their business model (Ayass, T., 2009).

Another study explored the understanding of the internet retailers and consumers who are willing to made an online purchase or consumers with regular purchasing behavior. The influencing factors on consumer's behavior explored by this study are Demographic influences, technology adaptation, the feedback of consumer and promotion approaches toward shopping over the internet, and the choices of products which likely to purchase by consumers were inspected and compared the products which is popular among consumers categorized by their online purchase intentions and behavior. The sample size used for the survey was three hundred forty-three college students, and the age group was 22 year or older. And the tool used for analysis the data was SPSS. They concluded that in the direction to be operational, an internet shopping portal must make efforts on the consumer buying behavior and marketing of the portals as well as their deals and discounts offers. In order to facilitate online consumer's purchase, e-marketers should focus on both, the online deals searchers and influence of marketing on consumers together and enhance the quality of service, content and products. This study was chosen because for the methodology it used many elements like marketing of the portal with products information, factors involving in consumer's buying behavior, to conclude, which was easy to understand. Including various different elements for assessment makes things clear to a great extent otherwise studies sometimes produce narrow results (Surowiecki, J., 2010).

As there has been little research done on the deal portal, whether it is being effective on consumers around the world or nothing will happen. As the author evident that popularity of online shopping is increasing, Group On went up with an idea of Deal of the Day that is now intelligently

including in deal portals, so a study done which investigated the new forms of sale and promotion idea “deal of the day”, An idea by a young.” genius, who offered a platform for local business to promote their business in more frequent and affective way, and also investigated its subscribers and pros and cons(Ashwin,, 2000). This study divided into methodologies, first one is on scope and deal nature, second is consumer purchase behavior, third consumer division and forth methodology is on deals subscribers. The author will talk about second consumer purchase behavior, in this study sample size of 16633consumers was used, and the data analysis was done in three steps first it calculated the usual purchase behavior, level of money spending by consumers and a deal offered for number of consumers and for analysis Excel instruments were used. The findings of the study were that consumer behavior towards online purchasing is increasing by 500 consumers per month since 2010 and it will be growing at more speedy pace at the end of 2012 but the daily deal purchasing is surprisingly low because of the daily deals offers breeding by the portal does not match the amount of consumers this show that the online purchasers is facing a unusual limitation to how many deals they can purchase. This limits their money spending power on daily deals; in this case money spending power is directly proportional to number of deals offered by the online portal. This study was chosen because it is very much similar to what I aim to find out in my own thesis that is an association between daily deals and consumer purchase behavior (Kim, H.H., & Kim, J., 2008).

## 2.2 Technology Factor

To ascertain the factors in web quality used four empirical evidences to elaborate on the important elements related to quality of web and how it can have impact on customer buying intention and attitude. A study put emphasis on the creation of a web portal for B2C in which he found three important issues such as convenience for users to use the portal, time consumed in surfing the page and use of splendid visual to lure customers (Gilbert A Churchill, D. I., 2009). The B2C web portals are means of connection with consumers as it incorporates various recommended security measures and privacy policies to maintain and develop integrity in the front of the customers. A most efficient internet website must be of blend of three key elements, easy use for consumers, less time consumption and made of incredible visual stuff to entice the customers. In a survey done on the empirical results found that security is one of most essential elements in determining the quality of website.

The use of non-online methods with the facility of individual accounts with their username and passwords does turn out to be one of key positives to gain more customers on daily basis. The issue of privacy is secondary important element as it can determine a fine line between high and low volume of online shopping customers. Therefore, it is important that focus should be more on ensuring robust systems that ensure

maximum security for customers while developing a particular web portal (Balasubramanian, S., 1998). The last important feature is content included in the website which is quite prominent factor in customer online buying intention and other competing factors. The third one is information content which represents another predictor of online purchase intention and differentiates competing ones.

A study conducted which revealed that prime intent is to examine whether the quality of website can have an affect a consumer satisfaction. The empirical study did separate design of web portal into two different factors such as Motivator and Simplicity factor (O’Cass, A., 2000).

Simplicity factor include elements that are linked to processes and service side of web portal. In terms of web designing it could relate to consumer privacy and their concerns in terms of transaction security, informative content and convenient information in formulating a website. Motivator factors consist of five elements that include web appearance, process of web content, empowerment, reliability and entertainment.

Through the empirical studies it was analyzed that simplicity factors were chosen as main enabler for web quality by online shopping consumers. In another research conducted by examined the quality of web factors and added a new element into the earlier two categories i.e. Simplicity and motivator factors (Emarketing dictionary, 2014). The addition of media richness was considered to be third factor that is to include meaningful and enriching content to give more prominent visual appeal to audience.

They also focused on providing support and facilitate in transaction process that enables a firm to beat its potential rivals through means of internet. The Simplicity factor comes to prominence when a firm is trying to lure customers from conventional stores (Pedersen, P. E., 2002).Conducted a study and try to formulate the belief structure about online shopping consumer and their behaviors by developing a relevant schematic diagram for classifying elements of web design.

In the analysis of the study done it was examined as to how interpersonal information can have an impact on change in shopping patterns of consumers and their beliefs. This was done either through redesigning and manipulating the design of website and its factors that produce change in buying intention, attitude changes, perceived behavior control and subjective norm.

According to the conceptual model the researchers developed, they identified five belief constructs “perceived price, perceived service, information interpersonal influence, self-efficacy and resource” may influence the web design elements (Pedersen, P. E., 2002).

Through empirical research did elicit information on customer satisfaction and their examining their perspective as a benchmark to measure the quality of a website. Through many findings they categorized quality of web into Simplicity and Motivator factors. For Simplicity Factor, they focused on ease of use, less time consumption and meaningful content. For motivator factors the concentration



was on factors of visual appeal and entertainment. The two categories made on the quality of web portals can be used and made applicable on website quality of electronic items purchased by online shopping consumers (Basch, C.E., 1987).

### 2.3 Product Perception Factor

The online shopping behavior of consumers is determined by several product features which includes various goods, quality of product, product uncertainty, product accessibility, product presence requirement, social presence requirement and product customization.

The first step is that product is classified by using difference between most searched items against most renowned goods (K. L. JAMES., 2010).

The difference is related to how the quality of product can be determined. To determine quality prior to customer can buy a product which falls into search goods by online consumers.

The quality of other items cannot be ascertained before purchase and use. Thus the studies did define that search goods are products that physical attributes are known to the purchaser whereas the experienced goods do exhibit ambiguity with relation to quality and physical defects. The given research focuses on electronic products that fall into the category of experienced goods as consumers cannot determine the product performance, function and quality prior to use and purchase.

A study claim that online customers have the capacity to extract more information on price and non-price features that produce an advantage to them in comparison to offline shopping customers. The information on prices could determine that how much price sensitive a customer is for undifferentiated products and services. The electronic item category in terms of online shopping, it provides consumers with a place to get more information on price and other things as well make draw parallels between various products (Liang, X., et.al, 2014).

A study (Wilson, C., 2013), Identified that increase in range of products made accessible and available in the online market can provide advantage for consumers and produce numerous gains. The researchers mentioned an example on online book store where the number of books available at Amazon is quite big in terms of the number of books available on the Barnes & Noble store and much greater than ordinary bookstore. Online Shopping done by consumers helps to locate, examine, order and receive a large quantity of books that are physically available on shelves of a bookstore. They figured out that increase in the range of products for online bookshops did saw an increase in consumer wellbeing by \$731 million up to \$1 billion in the millennium (Paim, N. D., 2011).

For our research, the author have laid specific emphasis on electronic product market in terms of online shopping as it concerned with product examination. To focus on the product perception have divided them into four

different factors such as product quality, price, availability and variety. The examination of these four aspects in the form of survey was to see measure all the four enablers have an impact on consumer buying behavior when they make purchase online for particular electronic item (Delafrroz.et.al, 2010).

## 3.0 RESEARCH DESIGN

### 3.1 Research Describe and Proposed Study

The aim of this study is to recognize and emphasis the features affecting online consumers' behavior and identify the problems that facing consumers in finding deals and discount offers and moreover to make an Online Deals Portal with factors that attract consumers with influence to make an online purchase. Since, for the recognizing measure there is not much knowledge existing about the backgrounds of online Deals Portal, A very few studies had done on the topic of Online Deals Portal. To study about deals portals design, its features, and what consumer think about the idea of deals and discount portal and on which types of products and brands they want with deals and discount offers. The author will use traditional study by mathematical and statistical means a "quantitative research" as primary data. While many studies previously done by many researcher on "online consumer behavior". So In order to study about consumer behavior and factors influencing on consumers, the author will track secondary data.

### 3.2 Research Instruments

The investigative attitude towards research is a suitable tool to find out the characteristics of online shopping and Daily Deals Portal. Accordingly, Published Articles and Journals will be proper instruments to investigate pros and cons.

And other instruments to needed for Quantitative research and analysis, Framework Designing, Website Designing and development would be: Survey, Questionnaire, Rating Tools, Photoshop, CSS, PHP, Excel, SPSS, and Google Forms.

### 3.3 Research methodology and Data Analysis

In this research methodology section is divided into two categories, first one is to study about the consumer's point of views and second one is to investigate current deal portal's websites to decide what are the key success factors pointed by the previous research studies are being addressed on current deal portals.

For consumer's point of view about Daily Deal Portal, the author design questionnaire, will select the suitable respondents and examine the findings on SPSS. In order to find key success factor, select top five deal portals which are

currently offering deal and discount offers and examines and compare their features in Gantt chart on Excel.

### 3.4 Treatment of Data

Representation of treatment of data is that, to represent graphical representation which is included in this report, the author will use Pie Chart, Bar Chart, Gantt chart, UML Diagrams and tables.

## 4.0 METHODOLOGY

The purpose of the study is to propose the idea of worldwide online deal portal and discover the approach of respondents towards online deal portals and deal or discounts offers.

### 4.1 Data Collection Method

Data collection is the procedure in which the views and valuable figures on the topic are collected, classified and categorized from the targeted respondents according to their demographic and socioeconomic appearances. This sections purpose is to defend the idea of online survey which use as the most suitable and time saving for data collection method for this study.

There are many ways for data collection acknowledges in the literature, including postal mail, meeting in person, on phone, e-mail, and it also can be a blend of these ways. The customer use online questionnaire for survey because it had many advantages with flexibility, fast and speedy and also work as a confirmation to make sure that all respondents for this study use internet.

Though from an online survey, data will not be defined as a behavioral statement, it is the most fastest and trustworthy way for investigating attitude of the respondents. The key facts of this online survey are favorable for me because it saves cost and are more accurate. One of advantage of the online survey bring with convenience for Respondents, the can answer the questionnaire when they are convenient. The purpose of this study is to get the information from the Internet buyers about their approaches and motivations towards online deals and discounts portals. The targeted respondents are the people who are aware with online shopping and use internet on their daily life routine. So to reach these people is not that easy because during the day time they go to their universities, institutions or work places. As their convenience is important, so reach them an online questionnaire is perhaps the best way for this study. Two formats of online questionnaires were sent to the every respondent. The one format is the word file that was attached via email so they just can fill it and send back to me. The second format is a URL link address to the Google forms so that they just open it are re directed toward Google forms to fill the questionnaire on the companies' system or at university's library. Many institutions and companies are used to allow their employees to access their email accounts but no other

Web sites. I send both the forms to every respondent so that he or she can fill it according to their convenience.

### 4.2 Sample design

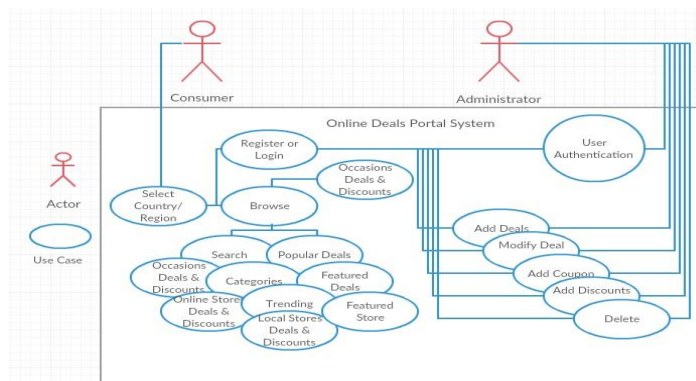
Sample is defined as a carefully selected part of targeted population to represent the total population. The procedure of sampling is to make conclusion about entire population by selecting a part of needed number of respondents from a targeted population.

In this study sample selection and sample size are all respondents in the working population will be used in this study. The total number of respondents are 220 which mainly are the students and workers of different institutions and companies and most important thing is, they are online buyers and willing to respond my questionnaire, I use my personal contacts and forward questionnaire to people I know and asked them to do me a favor and forward to the people who are the internet buyers. So 200-500 sample size of people is recommended a research to be more accurate and to be helpful for data analysis.

In summary, all the internet buyers who responded were used into study to find out consumer behavior over the online deal portal.

### 4.3 Validity and reliability

Validity and reliability are the important factor of the study because here they are studying is to propose an idea and its success is dependent to online consumers' behavior and their intentions of buying products. Validity is the accurateness of measurement, Reliability is the grades on which the study measuring is free of errors and directed the study towards a constant grade. Although in the realistic world it is impossible to have a constant validity and reliability. however In order to improve the accuracy and rise the grade of reliability I use different strategies to make sure that the results of this study must not only be validate and reliable



**Figure 1: Conceptual Framework**

but must be motivate me to do a practical in terms of operations of the web-design and web-development of the online portal.

In this figure.1 above as shown a detailed frame work of administrator's role and consumers' browsing access. I used UML use case diagram to define it.

In this consumer can browse this portal with its user authentication account or just by a guest user. Consumer can select region, browse complete deals and discount information, search for deals, popular deals, deals by categories, add, modify or delete posts, Like deals, and read/write reviews on deals or discount offers.

Some features like trending deals, featured deals and featured store need to be added by comparing our portal features with top five other's portals features. These features are missing on those portals.

Moreover, the author include a wise administrators' role it can manage users and all the content post by user and it also can post deals or discounts offers and add delete and modify deals and discounts posts.

### 4.3 Web Design Procedures

For my Field of work, I researched and analyze the market and gather the detail that how many consumers who want to save some bucks spend more time to search for a deal and discount offers on ecommerce store or portals. As influence by literature review on website design it should be very simple and be easy to use. The information on the design should not to be long; it should be in a concise way. In home page design every deal which is trending and most likes by consumers should be highlighted on portal with features deals and features stores in the middle of the home page.

Secondly, everyone does not have enough knowledge and time to search for a deal for the specific region. As the author discussed before now it is evidently proved by a comparison analysis there are not any portal available with a feature that provides deal and discount offers from all over the world. So this feature can facilitate consumers from all over the world and would likely to use by the tourist or the people who are willing to import anything from abroad.

## 5.0 DATA ANALYSIS

### 5.1 Online Consumer Analysis

Sample size use in this study was 220 respondents. All my respondents completely answer my questionnaire, Before descriptive analyses, they need to take a review of upper part of the questionnaire which ask respondents, how many respondents purchased products online, If yes what kind of products did they purchased, how often they bought products online during last 12 months, If they don't purchase online what are the reasons behind it, if there is some price cutting

deals and discount offers on products online would they like to purchase it, there should have any online portal which update them about the current deals and discount information from all over the globe, If they find any suitable deal for their product on that portal they are planning to make purchase it, if they want to have any product they prefer to check the portal before buying it, and they will recommend portal to their friends and family.

### 5.2 Purchasing Response

91.7% respondents who purchase products online and 8.3% respondents said they don't. which indicates that that there is a huge difference between online buyers and non-buyers, the online consumer ratio will be the influencing factor for e-marketers to market their deals and discounts offer online Have you purchased any product online?

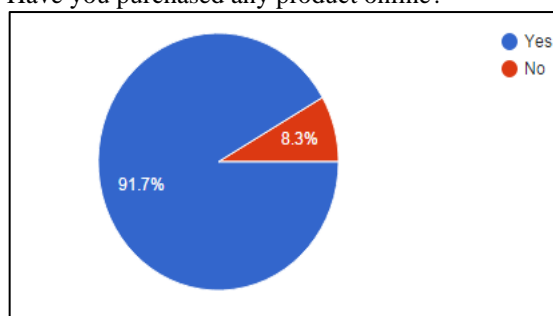


Figure 2: Online Purchase

### 5.3 Categories of Purchases

The success of portal lies in prioritizing deals or discounts offers on products which liked by most of the consumers. Choose right category of product before offering any deal or discount offer. Here are the categories liked by consumers from top to bottom, 47.6% of respondents use internet to bought fashion and clothing products, 27.1% of respondents bought accessories online, 10% respondents purchased Mobiles, Laptops or Computer and Electronic, 7.6% of respondents bought products of Kids Fashion and 7.6% respondents bought Home Appliances online.

If yes, what kind of product did you purchased online?

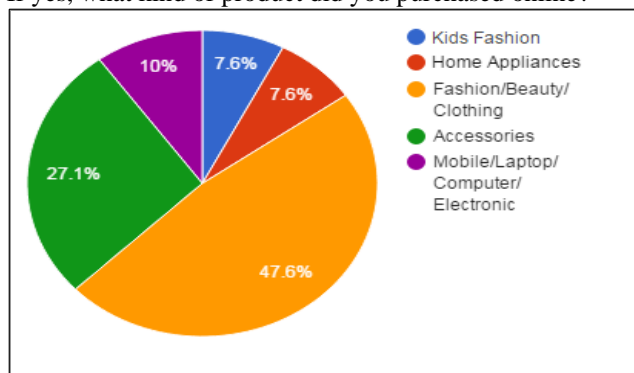


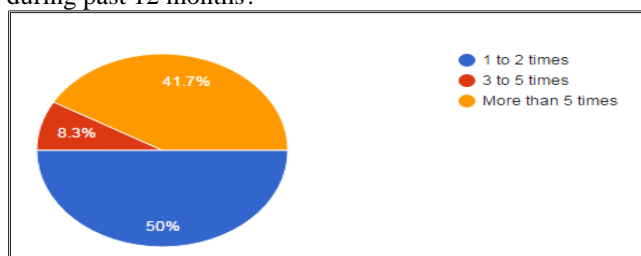
Figure.3: Category purchase

4.5 it indicates these attributes are equally important to the respondents.

#### 5.4 Purchases Consistence during a Year

Purchasing consistency analysis is very important for e-marketers to check whether consumer is just checking or browsing a deal & discount offer or they are buying it. So, in the figure 2.3 below indicates the percentage of respondents who are actually buying products during past 12 months and how many times they are ordering products over the internet. How often respondents bought products online is represented by percentage from top to bottom. 50% respondents bought products 1 to 2 times from past 12 months, 41.7% respondents bought more than 5 times and 8.3% respondents bought products 3 to 5 times.

How often have you bought products or services online during past 12 months?



**Figure.4:** Purchasing during past 12 months

#### 5.5 Descriptive Analysis

Collected data should be converted into significant and understandable form that researcher can easily interpret it. (Zikmund1997). In this section, the author will talk about data analysis, for rating of data. The author use Likert scale and rated data on five point, the data with 5 score indicates strong agreement, score 2.5 indicates neutral and data with one score indicates strong disagreement. Approximately all variables "57 Statements" were well above the neutral position on Mean value ( $M > 2.5$ ), except variable X (Charge via Credit Cards) with means value of 2.75 which indicates slightly above then neutral. Otherwise complete analysis indicates a strong and smooth agreement between respondents on every statements used in this survey for measuring variables. Descriptive statistics for measurements for each variable will be discussed next.

##### H1: Variable for measuring Factor (Product and Company Attributes):

Thirteen variables measured for this hypothesis. Variables concerning about product and company attributes are rated with agreement and strong agreement by most of the respondents. Factors such as, offering good value for my Money (S), Well known to the Public (M), Well known to Myself (L), Having Good-Will (J), With sufficient information available on the Internet, to judge the product quality (U) and Brand Name I Trust (Q) are with means over

Variable	Product and Company Attributes	Mean	Standard Deviation
S	Offering good value for my Money	4.91	0.294
M	Well known to the Public	4.65	0.478
L	Well known to Myself	4.62	0.487
J	Having Good-Will	4.59	0.493
U	To judge product quality, portal should have sufficient information about the product	4.57	0.497
Q	Brand Name I Trust	4.56	0.663
P	Popular Brand Name	4.28	0.809
K	Companies With Permanent Physical Address	4.16	1.289
R	The brand name I have previously used	4.15	1.286
O	Recommend by a Friend or Relative	4.14	0.856
N	Operating good Business for a long time	3.81	1.339
T	Available only on Internet	3.76	0.906
V	Product endorsed by Popular People	3.72	1.364

**Table: 1:** Means and standard deviation of variables for measuring (Product and Company attributes)

##### H2 Variable for measuring (Perceived Risk) factor:

There are fifteen variables in the risk factor is measured for this hypothesis. Variables involving in Charge agreed and correct amount only (AD), Cash on Delivery Available (AA), Money Back Guarantee if product is not being fully satisfied (AG), and various alternatives of Payment (Z) are responded with strong agreement rated high by respondents with means above 4.4. Variables measuring Different from what being ordered (AB), the product purchased is good and effective as advertised (AI), Quality of a Product being purchased is fully guaranteed (AH), Personal information being used by any unauthorized person (AE), the product purchased is exactly same as pictures seen (AJ) are with means over 4.2 also rated highly. Charge via credit cards indicates towards low mean 2.75 on variable (X) on the other end respondents agreed that they don't like to make payments via credit cards in variable (Y) with mean of 4.05.



Variable	Perceived Risk (PR)	Mean	Standard Deviation
AD	Charge agreed and correct amount only	4.91	0.294
AA	Cash on Delivery Available	4.81	0.393
AG	Money Back Guarantee if product is not being fully satisfied	4.61	0.636
Z	Various alternatives of Payments	4.49	0.691
AB	Different from what being ordered	4.43	0.708
AI	The product purchased is good and effective as advertised	4.41	1.331
AH	Quality of a Product being purchased is fully guaranteed	4.34	1.034
AE	Personal information being used by any unauthorized person	4.21	0.763
AJ	The product purchased is exactly same as pictures seen	4.21	1.363
AF	It might not safe: to delivering a product by a stranger	4.06	0.908
Y	Should not pay off Via Credit Cards	4.05	0.902
AC	Product being delivered later than expected date	4.03	0.691
AK	Able to return the product purchased if not fully satisfied	4.02	1.521
Variable	Perceived Risk (PR)	Mean	Standard Deviation
AL	Easy and convenient procedure for product return process	3.99	1.511
X	Charge Via Credit Cards	2.75	0.798

**Table: 2:** Means and standard deviation of variables for measuring (Perceived Risk)

### H3 Variable for measuring factor Perceived ease of use and usefulness:

There are 20 variables measuring this concept. Respondents rated highly for all the variables involving in ease of use and usefulness in understanding of the portal's layout when buying deals online. In this, highly involved variables such as online product picture display is clear (AV), fast and convenient information searching system (AP), Deal information must not be too long but should be complete (AS), Character font size must be easy to read (AT), Online purchasing procedure is simple (AR), Product usage is easily read and understandable (AU) have mean above 4.5. Important variables for deal portal like Easy and convenient

online Deals layout (AM), Larger Discounts offered (BF), Not wasting time filling too much in finding the deals (AX), Conveniently fixed and secured product delivery date (AQ), Wider range of Deals and Discounts on different products to choose from (BC), Deals Portal's homepage is clear and easily understandable (AO), Provided rich and varied information (AZ), Lower price than conventional stores (BE), Finding deals must be Being fun and exciting (AY), Deals for products from domestic and abroad should be available to shop (BB), Product delivery should be fast, same date of placement of online order (AW), Varied choice of companies providing Deals and Discounts (BD), are also rated highly with means of above 4.1 by consumers, in this table 3 below indicates all variables have means above than the neutral mean, it specifying that respondents are agreed with these variables.

Variable	Perceived Usefulness	Mean	Standard Deviation
AV	Online product picture display is clear	4.92	0.276
AP	Fast and convenient information searching system	4.87	0.334
AS	Deal information must not be too long but should be complete	4.87	0.334
Variable	Perceived Usefulness	Mean	Standard Deviation
AT	Character font size must be easy to read	4.79	0.408
AR	Online purchasing procedure is simple	4.72	0.448
AU	Product usage is easily read and understandable	4.66	0.474
AM	Easy and convenient online Deals layout	4.49	0.502
BF	Larger Discounts offered	4.49	0.821
AX	Not wasting time filling too much in finding the deals	4.46	0.819
AQ	Conveniently fixed and secured product delivery date	4.44	0.728
BC	Wider range of Deals and Discounts on different products to choose from	4.44	0.498
AO	Deals Portal's homepage is clear and easily understandable	4.43	0.662
AZ	Provided rich and varied information	4.36	0.808
BE	Lower price than conventional stores	4.35	0.821
AY	Finding deals must be Being fun and exciting	4.33	0.802

BB	Deals for products from domestic and abroad should be available to shop	4.27	0.744
AW	Product delivery should be fast, same date of placement of online order	4.16	1.074
BD	Varied choice of companies providing Deals and Discounts	4.11	0.719
AN	Product information is difficult to look up	4.02	1.019
BA	More reliable information than from sales person	4.01	1.021

**Table: 3:** Means and standard deviation of variables for measuring (Product and Company attributes)

#### Hypothesis Four Consumer Experience:

Eight variables use for the measurement of consumer's experience. As skillful in Internet as other communication tools (BJ) Trendy (BG), Frequent Internet surfer (BK) frequent searchers of information on the Internet (BL), is rated highest by the respondents with means of above 4.1. That indicates that these variables affected their decision when buying a product online. While Spend much time searching Deals and Discount Offers over Internet (BN) is the lowest mean with 3.11. It is evident in the table 4 below that none of these variables are rated lower than 2.5 which is a neutral mean. So, consumer's experiences using the internet are the factors that encourage consumer to shop products over the internet.

Variable	Consumer Experience	Mean	Standard Deviation
BJ	As skillful in Internet as other communication tools	4.27	0.744
BG	Trendy	4.24	1.309
BK	Frequent Internet surfer	4.20	0.763
BL	Frequent searcher of information on the Internet	4.11	0.719
BH	Like to try new things	4.04	1.252
BI	Skillful, efficiency in surfing the Internet	3.94	0.665
BM	Always looking for Deal and Discount offers on Internet	3.60	1.282
BN	Spend much time searching Deals and Discount Offers over Internet	3.11	1.103

**Table: 4:** Means and standard deviation of variables for measuring (Consumer Experience)

## 6.0 RESULTS

### 6.1 Hypothesis Support

In results, 9 out of 11 hypotheses are supported from this study. Consumer experience on (H4.1) and Perceived risk on (2.1) indicates in results that they don't have direct effect on the purchase intention for deals on products. In addition, Product and company attributes (H1.1), perceived ease of use and usefulness (H3.1) have direct effect to influence consumer to make purchases online. These associated findings and final results are listed in Table 5:

N o.	Hypothesis Support	Support
H 1.1	Product and company attributes will be directly influence on intention to buy Deals online.	✓
H 1.2	Product and company attributes will directly affect perceived risk.	✓
H 2.1	Perceived risk will directly affect the intention to buy Deals online.	X
H 2.2	Perceived risk will directly affect perceived ease of use.	✓
H 2.3	Perceived risk will directly affect perceived usefulness.	✓
H 3.1	Perceived ease of use will directly affect intention to buy Deals online.	✓
H 3.2	Perceived ease of use will directly affect the perceived usefulness.	✓
H 3.3	Perceived usefulness will have a direct effect on the intention to deals online.	✓
H 4.1	Customer experience will have a direct effect on the intention to buy Deals online.	X
H 4.2	Customer experience will have a direct effect on the perceived usefulness.	✓
H 4.3	Customer experience will have a direct effect on the perceived ease of use.	✓

**Table 5:** Results developed through statistical analysis from this study

No	Top 5 Web Portals	Worldwide Deals	Deals for Travelers	Post by Users	Post by Portal	Categorize	Deals Ratings	Trending
1	Slickdeals.com	X	X	✓	X	X	✓	✓
2	Fatwallet.com	X	X	✓	X	X	✓	X
3	Dealsplus.com	X	X	✓	X	X	X	X
4	Dealnews.com	X	X	X	✓	X	X	X
5	Pricegrabber.com	X	X	✓	X	✓	X	X
6	<b>DealsDaily.com</b>	✓	✓	✓	✓	✓	✓	✓

**Table 6:** Comparison Table

## 6.2 Comparison Table for web application

The author focus on the design a web application name "Dealsdaily.com" in the light of literature review and

findings of this study and compare its features with top 5 deals portals from all over the world.

It is evident in the table.5, below, features that design for deals-daily are according to our study. Features like worldwide deals; deals for travelers are the two main features to attract consumers from all over the globe. The author include feature Post by users and post by portal is for making sure that all the deals consumers having here were posted by administration of the portals and users can also post any deals they saw from other portal to our deal portal. And features like category, added here to sort deals into categorize form so consumer can easily browse them by categorize, deals rating feature is for users to rate their favorite deal and trending features is to make trend on the deals according to yearly occasions.

## 7.0 CONCLUSION

In the conclusion the research objectives of this study is to design and develop a comprehensive worldwide deal portal according to the three factor which influence consumer to buy a product online like consumer behavior, technology factor and product perception factor. For further research on deal portal design is based on quantitative study model and collected the data of 220 people and analyze it on SPSS. In data analysis it indicates the consumer behavior towards deal portal. So the design of a web application according to study. Moreover the main purpose of this study is to provide a solution to the research problem namely, what are the important factors that influencing consumer purchase

intention in buying Deals online. 57 influencing variables were indicated to relate them with the sixteen factors for the four hypothesis measurements in the structural table. These sixteen factors are the most influencing factors on consumer intentions to motivate them for making purchases online and the factors are.

- ✓ Trusted brand name
- ✓ Trusted company
- ✓ Offering good value for my Money
- ✓ Recommend by a Friend or Relative
- ✓ Large discounts offered
- ✓ Various alternatives of Payments
- ✓ Simple purchasing procedure
- ✓ Delivery assurance
- ✓ Easy to understand homepage
- ✓ Wider range of Deals
- ✓ Different products to choose from different companies
- ✓ Shopping convenience
- ✓ Cheaper products price
- ✓ Entertaining and informative web portal
- ✓ Like to try new things
- ✓ Frequent Internet surfer

These factors can be used by e-marketers to predict intention and behavior of consumers online when purchasing deals. Hypothesized measurements of perceived ease of use and usefulness, perceived risk, customer experience, and product and company attributes, are the total effects towards consumer purchase intention when buying any deal or product online. Moreover, Products and company attributes and perceived ease of use and usefulness are the strongest factor influencing consumers to make purchases.

## 7.1 Recommendations and Scope for Further Research

Although this study is a fist study on deal portal and intentions of consumer to purchase deals and products form the portals. In future work research can merge the idea of used products with this one and consumer can post their used products on this portal for sale. Researcher can take a sample

from all over the world to judge the demographic effect on consumer behavior. Researcher can implement the portal and take consumers review for further modifications.

I strongly recommend the idea of used products for sale with this deal portal for consumer from all over the globe to find their product either its new or used its a deal or discount and make purchase under the roof. It will minimize the time consumption and attract e-marketers to make a deal offer to boost their sale.

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