

**CONSUMER BUYING BEHAVIOR TOWARDS ACCOUNTING SOFTWARE**  
**A STUDY IN HUBLI DHARWAD REGION**

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*Abstract*

*Accounting software is one of the major requirements for the corporate today. There is really no time for the accounting departments to stick up with the traditional book keeping methods , today's generation accounting software's are being used for their overall accounting requirements , there is more awareness about the softwares. Accounting software are being segregated into various types ,most of the organizations prefer using customized accounting software those can also been termed as cost saving for the organizations as they customize the software only according to their requirement. Accounting software, speed up, the work flow process, as speeding up is very much essential for the organizations whose growth tends to Increase rapidly. It has also been noted that it is very useful for the organization for their In-House Communication by ensuring Six-Sigma in their work process; the brand image also grows hand in hand.*

*As the technologies are speeding up day by day, the competition in the market is also increasing very rapidly, and each firm in the market today has to maintain its image in the market by delivering quick services. So, there is scope to study, whether there will be requirement for accounting software's and if so how would be the buying behaviour.*

*Key Words:- Accounting Requirements , Awareness , Customized accounting software , Six-Sigma.*

**I. INTRODUCTION**

Accounting is Calculating, organizing, and statementing of monitory information about economic entities. In 1494 Luca Pacioli a Italian mathematician established the modern field of accounting , it is basically called as language of business , It is been divided into various aspects that is Financial Accounting , Management Accounting , External Auditing , Tax Accounting , Cost Accounting , Accounting Information System.

Accounting is a function of economic and social development. It records business transaction on monetary basis in set of Books. American Institute of Certified public accounts says "It is the art of registering, sorting and outlining in consequential manner and in terms of cash transaction and

events and occurrence that are used for monetary character and explaining the outcome there off.

Accounting is used to preserve enduring records of money transaction; it transforms the recorded data into information based on generally accepted accounting principles. It is used to establish the operating results of the business based on accepted standards. It declares the soundness of the organization by examining and disclosing the monetary position based on quality calculation. It develops and evaluates business policies based on previous and present records. It creates proper control over the operations and resources of business.

Accounting software is one of the ideal ways for organizations which would be helpful for cost cutting and creates savings to position and use accounting software. Many organizations today are either relying on accounting software or they just keep accounting software for the sake of book keeping, that can handle weekly financial inputs and figures and maintaining outgoing expenses and payrolls.

Every organizations has various requirements from an accounting software – it is used to calculate requirements of Payroll, it is used to - “track stocks, Work in Progress, Order placed, Jobs Done and other Management required tasks”, it is used to handle multiple bank account, it is required to manage the foreign currencies, it is used to track separate financial records for each business or departments within the business. It is also used to keep detailed records of customers- “What they buy, What Quantity they buy, How Frequently they buy and when they buy.

## II. LITERATURE REVIEW

- Author: Ankit Singh; Co Author: Neetu Dhayal; Co-Author: Amir Shamim- says understanding the consumer buying behavior through studying and identifying their needs leads to huge long term benefits to the businesses. Despite the great efforts to learn and understand the buying behavior of consumers, it is very difficult to identify the exact reasons why a consumer purchases and prefers one product or service over another one. This is because consumers sometimes make purchasing decisions based on their emotional beliefs which they even themselves are not well aware of.
- S.Prakash says Consumer behavior has been always of great interest to marketers. The knowledge of consumer behavior helps the marketer to understand how consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer’s buying behavior is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers but they have to be considered while trying to understand the complex behavior of the consumers.
- Sally McKechnie says there is a real need for marketing theories and concepts to be developed specifically for services. Rather than develop a specific set of ideas and approaches for financial services, it would appear that the framework adopted by the interaction approach already has potential for general application in services

### III. OBJECTIVES

- To determine the customer understanding level about the accounting software
- To know the customer attitude towards accounting software
- To understand the customer preferences for the accounting software
- To identify the factors influencing the customers towards accounting software

### IV. RESEARCH METHODOLOGY

The study was conducted by extensive use of questionnaire with the sample size of 100, the market respondents measured were through the data base of prospected customers of Jamsons India Pvt. Ltd, and the research was conducted in Hubli-Dharwad Region in the state of Karnataka. The data collected from other sources (Secondary Data) were through various Books and through various websites.

### V. ANALYSIS AND INTERPRETATIONS

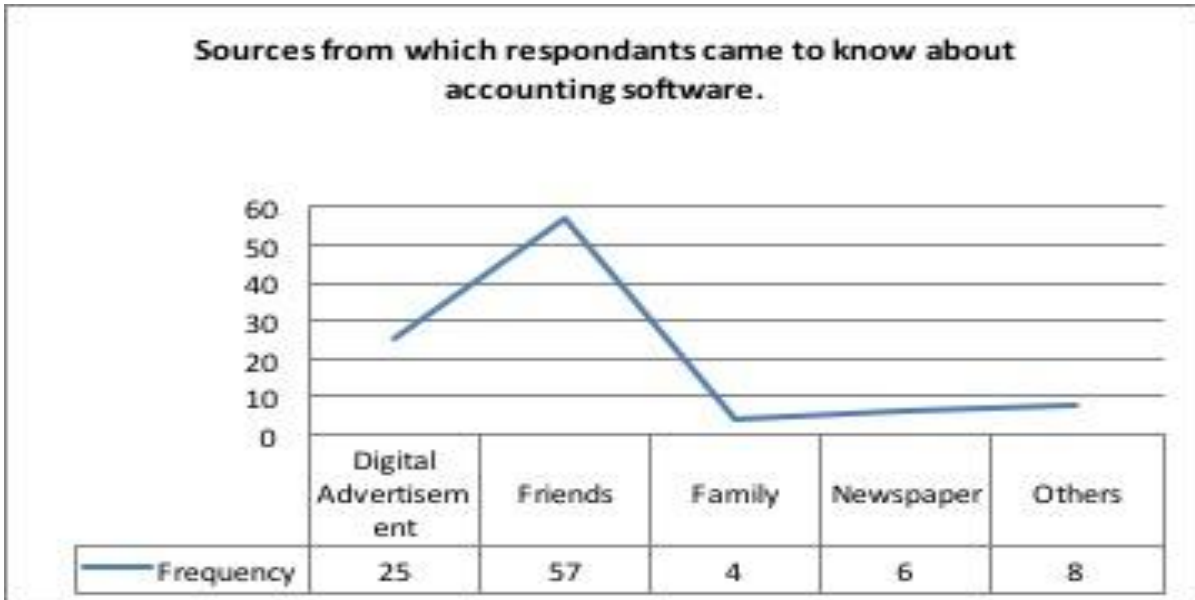
#### ANNEXURE 1:



#### Interpretation :

The above graph indicates that out of 100 Respondents 88% of the respondents are aware of accounting software, the remaining 12% were somewhat not aware about the accounting software.

**ANNEXURE 2:**



**Interpretation:**

The above graph indicates that out of 100 respondents say they came to know about the accounting software through various means in that 25% of the respondents said they came to know they came to know through digital advertisements, 57% of the respondents said they came to know through friends, around 04% of them said they came to know through their own family, 06% of them said through newspaper advertisement and about 08% of the respondents said they came to know through other sources.

**ANNEXURE 3:**



**Interpretation:**

When asked about frequency of satisfaction of accounting software for overall accounting purpose , the above graph states that out of 100 respondents 27% of the respondents strongly agree that accounting software is useful for over all accounting purpose , 56% of respondents agree to the statement that the software is useful for overall accounting purpose , 07% of the respondents are somewhat neutral , 06% of the respondents disagreed and 04% of the respondents strongly disagreed that accounting software is useful for overall accounting software.

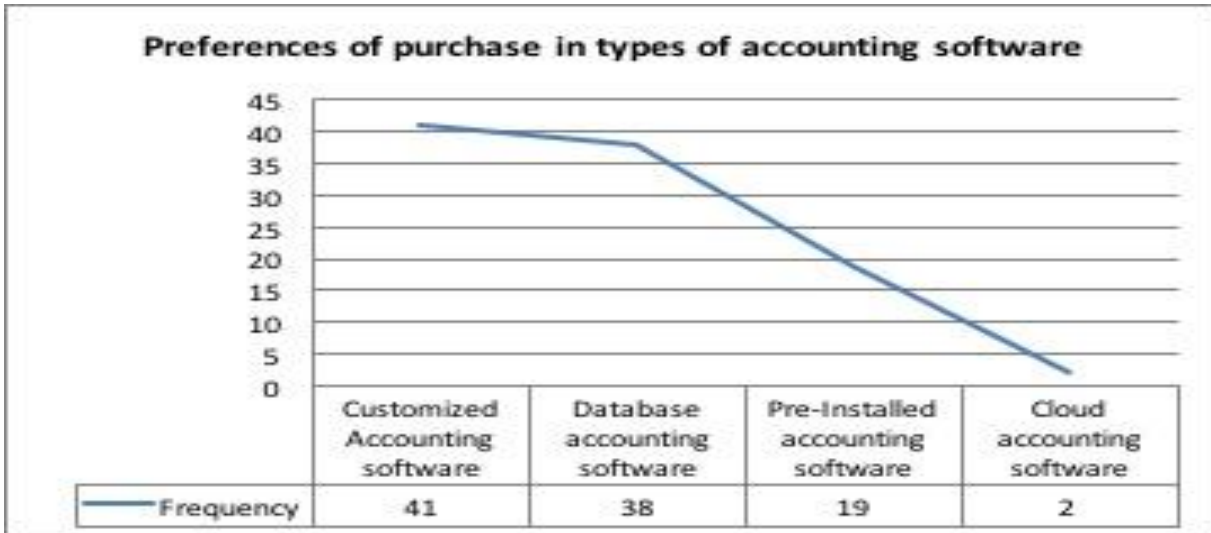
**ANNEXURE 4:**



**Interpretation:**

When asked for the need to purchase the accounting software the respondents stated in the above graph said 16% of the respondents need accounting software for their start up firms , 21% say they use accounting software as the growth of their business is increasing , 33% of the respondents says that it speeds up the accuracy of the work , 23 % of the respondents say it has accuracy in the transactions , 03% of the respondents say traditional system of accounting is complicated , 02% of the respondents says it gives perfection towards complying with the laws and regulations.

**ANNEXURE 5:**



**Interpretation:**

Customized accounting software is when the company/firm opts for this software by customizing items only whatever is required for a business where in 41% of the respondents prefer only customized accounting software. Data base accounting system is used to record day to day financial aspects where in 38% of the respondents prefer data base accounting software. Pre-Installed accounting software are nothing but small business accounting software where in 19% of respondents prefer pre-installed accounting software. Cloud accounting software is a traditional way of approach where in this software is hosted on remote servers at most only 02% of respondents prefers cloud accounting software.

**ANNEXURE 6:**

**Factors that influence to opt the accounting software**

	In- House Communication	Managing Overall Business Data	To Increase the Brand Image of the...	Maintaining Daily Transaction	Maintaining Payroll
Strongly disagree	15	7	6	3	5
Disagree	2	10	4	5	9
Neutral	41	21	23	17	14
Agree	32	52	49	43	41
Strongly agree	10	10	18	32	31

**Interpretation:**

**In-House Communication:**

It is found in the study that 32% of the respondents agree to the above stated factor, 41% are somewhat neutral, 02% of the respondents disagree and 15% of the respondents strongly disagree.

**Manage the overall business data:**

It is found in the study that 52% of the respondents agree to the above stated factor, 21 % are somewhat neutral, 10% of the respondents disagree and remaining 7% of the respondents strongly disagree.

**To increase the Brand Image of the company:**

It is found in the study that 49% of the respondents agree to the above stated factor, 23% are somewhat have neutral behavior, about 04% of the respondents disagree and 06% of the respondents strongly disagree.

**Maintain daily transactions:**

It is found in the study that 43% of respondents agree to the above stated factor, 17% are somewhat neutral, 05% of the respondents disagree and 03% of the respondents strongly disagree.

**Maintaining the payroll:**

It is found in the study that 41% of the respondents agree to the above stated factor, 14% are somewhat neutral, 09% of the respondents disagree and 05% of the respondents strongly disagree.

## **VI. CONCLUSION**

- The study has been conducted to know the consumer buying behavior towards accounting software which was conducted in Hubli- Dharwad region. Majority of the people are aware of accounting softwares, but they do not know which is the best.
- Advertisement is one of the things that is lacking behind, in the study it was noted that almost half of the respondents came to know through friends. Only quarterly percentage of respondents is aware through advertisements.
- Today digital marketing is one of the easiest and cost effective sources for the companies to have an opportunity to reach the customers.
- When we tend to speak about buying behavior, advertisements has a major key to open the lock of buying behavior of the customers.
- Customized accounting software is one of the sub products of accounting software wherein it can be reached to at most customers through various means of advertisements.
- Majority of the customers agree that it is useful for In-House communication and can manage the overall business financial data which makes the financial aspects crystal clear.
- In the traditional approach it was a bit complicated to maintain daily transaction and maintaining payroll, so getting everything computerized will help the companies

(Customers) to speed up the accuracy and that can contribute as a part of increasing in the growth of the organization and its efficiency.

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