Consumer Behaviour towards Online Shopping - A Study in Nalgonda and Suryapet Districts

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ABSTRACT

Consumer Behaviour is a complex and challenging field to analyse by the marketer as preferences vary over a period of time. The traditional method of purchase is replaced with online mode facilitating the consumer anytime purchase providing all the benefits under a single roof. Various E-Commerce models provide both the product and service sectors to utilize the facilities and opportunities at the right time. The online shopping had become an entertainment activity in spite of the gender differences. This study analyses the Consumer Behaviour towards Online Shopping with due considerations with the product related dimensions. Demographic profile of the respondents, awareness to online shopping, influence of product dimensions on Online Shopping Behaviour was the objectives framed for the study. Descriptive research study is adopted and snow ball referencing method was used for sample identification. The sample size constituted was 412 which include 188 samples from Nalgonda district and 224 samples from Suryapet district. Data were analysed using SPSS and tools like chi-square, ANOVA and Correlation were applied. The results indicated that the online shoppers are satisfied with all the product dimensions and the variables like educational qualification, knowledge of online shopping, frequency of online purchases and preferred mode of payment had a significant relationship with the awareness level on online shopping.

Keywords - Behaviour, Online shopping, E-Commerce

INTRODUCTION

Marketing is the art that persuades and provides customer satisfaction which is transformed to customer delight. The traditional marketing approaches have been replaced by the advent of latest technology wherein the buyers and the sellers meet at a virtual market through World Wide Web. This trend of product exchange had reduced the influence of middlemen over sales thereby gaining profit to the business and satisfaction to the consumers. India is ranked second with 462, 124,989 internet users in the year June 2017 and ASSOCHAM report (7th January 2016) the high internet penetration with high disposable income in tier II and tier III cities will lead approximately to 100 million transactions in 2020, in India which shows the rapid growth of internet. Consumer Behaviour is a field of study which grows rapidly. It is a wider concept that studies the reasons for the consumer in selecting the product which satisfies their need or want.

The American Marketing Association defines Consumer Behaviour as "the dynamic interaction of affect and cognition, behaviour, and the environment by which human beings conduct the exchange aspects of their lives". To succeed in a dynamic marketing environment, marketers have an urgent need to learn and anticipate whatever they can about consumers. The online shopping mode has facilitated the consumer to make the utmost product purchase with ease and anytime. The view about the product dimensions that induce the consumers to shop online is dealt in the study.

REVIEW OF LITERATURE

Guo Jun and Noor Ismawati Jaafar (2011) conducted a study on consumer's attitude towards online shopping. Marketing Mix and reputation were the factors found to have significant positive influence over the consumer's attitude towards online shopping. The local culture and reality determines the attitude and behaviour of the local people towards online shopping was concluded from the study. *Zuroni Md Jusoh and Goh Hai Ling* (2012) analysed the factors influencing the consumer's attitude towards ecommerce purchases through online shopping. The study revealed that e-commerce experience, product perception and customer service had significant relationship with the consumer's attitude towards e-commerce purchase. The study concluded that consumer risk in online shopping does not had significant relationship over the e-commerce purchases through online shopping. *Mohammed Hossien Moshref Javadi et al.,* (2012) studied the various factors affecting the Online Shopping behaviour of consumers in the online stores of Iran. The findings witnessed was that financial and non-delivery risks affected the consumer

attitude. The study concluded that websites must be made safer and assure customers regarding the delivery of the products. *Ruchi Nayyar and Gupta* (2011) examined different demographic, psychographic factors and the interest of the consumers in online purchase. Gender, age and income are the demographic; PEOU influence D the online buying behaviour of the consumers. The study exposed that the Indians viewed marketing as a hedonic activity and so they hesitate to purchase online.

OBJECTIVES OF THE STUDY

1. To study the demographic and socio-economic profile of the respondents
2. To find the awareness level of the Consumer towards Online Shopping Features

LIMITATIONS OF THE STUDY

The findings of the study are applicable to the consumers only in the selected study areas and cannot be generalized for other districts in Telangana State

METHODOLOGY

This study is based on descriptive research method and analytical in nature. The study areas confined to Nalgonda and Suryapet Districts in Telangana State of India. These districts were selected based on the random selection from Per Capital Income of the districts during the year 2020-2021 and 2021-2022. It collected data from both primary sources and secondary sources. Secondary data were collected through research journals, bulletins, books, published reports, and online resources. Further, an interview schedule was prepared, administered and finalized through Pilot study. The finalized interview schedule was used for the purpose of primary data

collection. The snowball sampling method was used to identify the consumers who make online shopping. After identifying them, primary data were collected from 188 consumers in Nalgonda district and 224 consumers from Suryapet district. Thus, a total of 412 consumers constituted as the core respondents of the study.

DATA ANALYSIS

The data collected through interview schedule was coded, tabulated and edited. Data were Data collected and opinion expressed by consumers only during the study periods and cannot be applicable to other time period in Telangana state. Schedules only were used and no online data collection method was adopted. Business to Consumer model was analysed and other models were not considered.

DEMOGRAPHIC AND SOCIO-ECONOMIC PROFILE

Table: 1

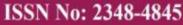Selected Demographic and Socio-Economic Profile of the Respondents

S.No	Profile of the respondents	Category	Number of Respondents	Percentage (%)
1	Age of the respondents	Below 25yrs	87	21.1
		25-35 yrs	204	49.5
		35-45 years	73	17.7
		45-55 years	34	8.3
		Above 55 yrs	14	3.4
2	Gender	Male	221	53.6
		Female	191	46.4
3	Educational qualification	HSC	19	4.6
		UG	113	27.4
		PG	131	31.8
		Professional	79	19.2
		Diploma	26	6.3
		Others	44	10.7
4	Occupation	Employee	151	36.7
		Student	128	31.1
		Business man	25	6.1
		Professional	48	11.7
		Housewife	52	12.6
		Others	8	1.9
5	Monthly Income	Below Rs.10000	56	13.6
		Rs 10000 –Rs 20000	229	55.6
		Rs 20000 – Rs 30000	84	20.4
		Rs 30000-Rs 40000	19	4.6
		Above Rs.40000	24	5.8

Source: primary data

The Table 1 depicts the demographic and socio- economic profile of the respondents. The majority of the respondents (49.5%) belong the age group of 25-35 years. Majority of the respondents are male. Most of the respondents had completed their post-graduation and major part of the respondents belong the employee category. The monthly income of the respondents was Rs10000 – Rs 20000.

H_0: There is no association between the awareness towards Online Shopping and preferential factors related to Online Purchase.

Table 2:
Awareness on Online Shopping Vis-à-vis Online Purchase

Factor	Calculated Value	Table Value	D.F	P value	Remarks
Gender	7.567	9.49	4	0.110	Not significant
Educational qualification	49.46	31.41	20	0.000	Significant
Knowledge about online shopping	67.998	31.41	20	0.000	Significant
Nature of using the website	2.243	9.49	4	0.691	Not significant
Number of times purchased	89.787	21.03	12	0.000	Significant
Preferred mode of payment	54.743	21.03	12	0.000	Significant

Source: primary data

The above table denotes the association of the awareness of Online shopping with various preferential factors. It specifies the factors, the chi-square value, Table value, p value and the relationship. The factors Knowledge about the online shopping for number of years, Educational qualification of the respondents, The frequency of online purchases and preferred mode of payment have an association with the awareness towards online shopping as their p value is less than 0.05. The other factors gender and nature of using the website (Preference to same website or new website) are not associated with the awareness level.

ANALYSIS OF VARIANCE

The relationship between the income and occupation of the respondents and the level of satisfaction was analyzed with Analysis of variance.

Table 3
Income and level of satisfaction towards online shopping

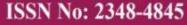| Income	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1.540	4	.385	.408	.803
Within Groups	384.237	407	.944		
Total	385.777	411			

Source: primary data

The table value of F at 5percent level of significance for V1= 4 and V2= 407 is 2.37.The calculated value is 0.408 is less than the table value 2.37. Hence there is no significant relationship is between monthly income and the level of satisfaction towards Online Shopping.

Table 4
Occupation and level of satisfaction towards Online Shopping

Occupation	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	16.242	4	4.060	1.863	.116
WithinGroups	887.166	407	2.180		
Total	903.408	411			

Source: primary data

The table value of F at 5percent level of significance for V_1= 4 and V_2= 407 is 2.37.The calculated value is 1.863 is less than the table value 2.37. Hence there is no significant relationship is between occupation and the level of satisfaction towards Online Shopping.

H_1: There is no significant relationship between the product features and level of satisfaction towards OnlineShopping

Table 5
Correlation between the Product Featuresand Satisfaction towards Online Shopping

			Product Features	Satisfaction towards Online Shopping
Karl Pearson's Correlation	Product Features	Correlation Coefficient	1	0.005*
		Significance (2 tailed)	-	.720
	Satisfaction towards Online Shopping	Correlation Coefficient	0.005	1
		Significance (2 tailed)	.720	-

' Correlation is significant at the 0.05 level (2 tailed)

The levels of satisfaction of the online shoppers towards the product dimensions were analysed using correlation. Bivariate analysis of correlation was used to test the hypothesis and the following results were drawn. The following product dimensions were used for analysis 1) Ease in product comparison 2) Less product price 3) Product information 4) Quality of product 5) Delivery time 6) Duration of the product 7) Branded products 8) Mode of payment 9) Repeat purchases 10) product reviews. All the values for the dimensions were positively correlated with p value less than 0.005 which indicated a good positively relationship. This means the level of satisfaction increases with increase in all these product dimensions.

FINDINGS & RESULTS

- Majority of the respondents are in the age group of 25-35 years. Most of the respondents are employees and they earn a pay of Rs10000- Rs 20000.
- The chi-square analysis proves that the factors knowledge about the online shopping for number of years, Educational qualification, the frequency of online purchases and preferred mode of payment have an association with the awareness towards online shopping.
- There is no significant relationship is between monthly income, Occupation and the level of satisfaction of the respondents towards online shopping.
- The product dimensions considered are positively correlated with satisfaction towards online shopping.

CONCLUSION

The online shoppers at both the districts are satisfied with the online shopping process. They are benefited with facilities like convenience, less procedure, timely delivery, product offers, low cost etc. The product dimensions are identified to be satisfactory and highly correlated. The understanding of the nature, needs and wants of the consumers as such in other business is very much vital for the study.

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