

## **A Study of Post Online Shopping Behaviour In Telangana**

*N.Sreenu, Asst.Professor of Commerce, Government Degree College, Wanaparthy.TS*

### **Abstract:**

Post-Shopping Behaviour is a stage in shopping decision making process when a shopper will take supplementary action, based totally in terms of their satisfaction or dissatisfaction. The degree of dissatisfaction or satisfaction of a shopping is directly linked to the transforming relationship among their primary expectations of the product or pre-shopping expectation, and their belief of the actual performance of the product or post-shopping performance of the product in their hands. It is estimated that there will be more than 500 million web users in India by 2018. It took 20 years after the acquaintance of web to touch a mark of 53,100 million customers yet the second 100 million came in 3 years period. Telangana is a state in India located on the centre south stretch of the Indian peninsula on the high Deccan plateau. It is the eleventh largest state and the twelfth highly populated state in India with a geographical zone of 112,077 km (43,273 sq mi) and 35,193,978 citizens as per 2011 census. On 2 June 2014, the area was parted away from the northwestern part of Andhra Pradesh as the newly formed 29 state with Hyderabad as its historic permanent capital. No significant difference was found between the rural and urban area male respondents; and rural and urban female respondents with respect to the post shopping level of satisfaction. Thus, it can be concluded that both rural and urban area consumers in Telangana are satisfied after making online shopping if their expectations are reached; and both rural and urban area

consumers in Telangana feel cognitive dissonance after making online shopping if their expectations are not reached.

### **Introduction**

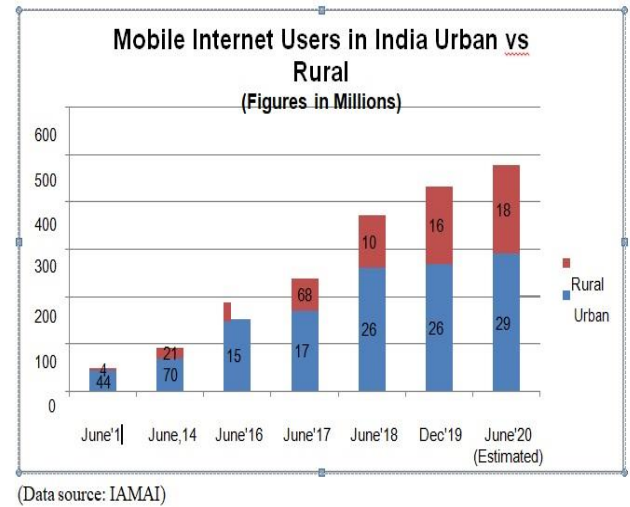
Post-Shopping Behaviour is a stage in shopping decision making process when a shopper will take supplementary action, based totally in terms of their satisfaction or dissatisfaction. The degree of dissatisfaction or satisfaction of a shopping is directly linked to the transforming relationship among their primary expectations of the product or pre-shopping expectation, and their belief of the actual performance of the product or post-shopping performance of the product in their hands. If the consumers' observation about the products performance matches their expectations then it leads to post shopping satisfaction among them; whereas, if the consumers' perception about the products' performance does not match their expectation, then it will lead to dissatisfaction or cognitive dissonance.

While shopping online, every Consumer wishes convenience, speed, price benefits, product comparison facility etc. These features are not obtainable in traditional shopping methods.

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But owing to changes in life style, the ideas of these features have changed among the purchasers, nowadays persons are finding it problematic to shop from traditional channels due to their altered lifestyle. As a result of all these concerns along with the technological progressions, a novel style of shopping i.e. online shopping also called as electronic shopping has emerged. The internet, in the field of shopping, has brought sea changes in the attitude of consumers with orientation to convenience, speed, price, product information and services associated with online shopping. The internet has provided online marketers with an absolutely new technique to create value for customers and build relationships with them in the form of online shopping. Online shopping is the process whereby consumers directly, without an intermediary service, purchase goods or services from a vendor in real-time over the Internet. One way of doing electronic commerce is online shopping. In online shopping, electronically the sale or purchase of transaction takes place. It is also referred to as e-shopping which stands for Electronic Shopping. Electronic shopping is defined as a computer activity / exchange done by a consumer, via a computer-based interface, where the consumer's computer is connected to and can interact with, a retailer's digital store front to purchase the products or services over the internet.

**Mobile Internet Users in India Urban vs Rural  
(Figures in Millions)**



It is estimated that there will be more than 500 million web users in India by 2018. It took 20 years after the acquaintance of web to touch a mark of 53,100 million customers yet the second 100 million came in 3 years period. This became possible because of development of rural India, availability of low cost internet-enabled mobile handsets and improvement in the awareness level regarding the need and usage of internet. The rural internet users are expected to increase from 60 million in 2014 to 380 million in 2021. As per the IAMAI and BCG report, the internet user base of 2018 is expected to be will be more provincial, more seasoned, more gender equivalent, more vernacular and more versatile than their counterparts of today. It is estimated that 54 percent internet users of India in 2018 will be above the age of 25 years, 40-50 percent users will be rural, 30 percent will be female and 70-80 percent will be mobile.

**E-COMMERCE IN TELANGANA**

Telangana is a state in India located on the centre south stretch of the Indian peninsula on the high Deccan plateau. It is the eleventh largest state and the twelfth

highly populated state in India with a geographical zone of 112, 077 km (43,273 sq mi) and 35,193,978 citizens as per 2011 census. On 2 June 2014, the area was parted away from the northwestern part of Andhra Pradesh as the newly formed 29 state with Hyderabad as its historic permanent capital. Its other major cities comprise Warangal, Nizamabad and Karimnagar. Telangana is surrounded by the states of Maharashtra to the north, Chhattisgarh to the east, Karnataka to the west, and Andhra Pradesh to the east and south. The topography of Telangana region comprises mostly of hills, highland ranges, and thick dense forests covering an area of 27,292 sq .km. As of 2016, the state of Telangana is made into 33 districts.

### **REVIEW OF LITERATURE**

**Amol Ranadive (2015)** conducted a study on “An Empirical Study on the Online Grocery Shopping Intentions of Consumers in Vadodara City.” The objective of the study was to study the factors that affect the intention of the consumers in Vadodra to buy groceries online. The data collection was done using self-administered questionnaire from the consumers who possessed some prior experience of buying goods online over the internet.

**Ms.Asmatara Khan ,Dr Chadrnahauns R. Chavan(2015)** conducted a study on “Factors affecting on-line shoppers behavior for electronic goods purchasing in Mumbai: An empirical study”. The objective of the study was to study motivational 43 factors affecting online shopping behavior of electronic goods. A model was developed to examine the relationship between perceived risks, return and attitudes towards online

shopping along with the influence of an individual’s domain specific innovativeness (DSI), attitude, subjective norm and planned behavior (PBC) towards online shopping

**Dr. Amaravathi, M. ,Mr. Anand Shankar Raja, M.(2015)** conducted a study on “Customers’ preference towards online shopping with special reference to the city of Kochi”. The objective of the study was to explore factors which motivate the consumers to prefer online shopping and to determine whether the demographic constructs play an important role in influencing a person to involve in online shopping.

**Dr. Shiv Prasad,Dr. Amit Manne, Dr. Veena Kumari(2014)** conducted a study on “ Changing face of buyers behaviour towards on line shopping of financial products in India (A Case study of Rajasthan State).” The aim of the research paper was to study the buying behavior of financial products through online shopping. The sample size included 1000 respondents in rural, urban and semi urban parts of Rajasthan having different age and income group. A pilot survey of 200 respondents was carried out to gather feedback

**Achal Hardia & Kapil Sharma (2013)** conducted a research on “Empirical study of factors affecting Online Shopping among youths.” The objective of this study was to study the factors affecting online shopping among youths and effect of demographics on the factors affecting online shopping among youths. Data was collected by questionnaires from 350 youths of Indore and nearby cities.

**Khaled A.Gad (2012)** conducted a study on “The Impact of demographics and technology Readiness on Egyptian’s attitude towards E-Shopping”. The objective of the study was to

assess the impact of demographic factors and technology readiness on consumers' online shopping attitude. Four consecutive focus groups were formed with a total of 32 participants (8 per focus group).

**Li Guo (2011)** conducted a study on "A research on influencing factors of Consumer Purchasing behaviors in cyberspace". The objective of the study was to explore the factors influencing consumers' online buying behavior. The data was collected by questionnaires from 80 respondents.

**Ankur Kumar Rastogi(2010)** conducted a study on "Study of Indian Online Consumers and their Buying Behaviour". The objective of the study was to discover the key factors that influence online buying behavior of consumers in India. The data was collected through questionnaires from 200 respondents.

**Pingjun Jiang, Bert Rosenbloom(2005)** conducted a study on "Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time." The aim of the study was to assess the impact of price perception, service attribute-level, performance and satisfaction on customer retention. Research Hypothesis were developed and Structural equation modeling was employed to test the hypothesized relationships.

### **RESEARCH OBJECTIVES**

1. To study the post online shopping behavior of rural consumers
2. To study the post online shopping behavior of urban consumers consumers

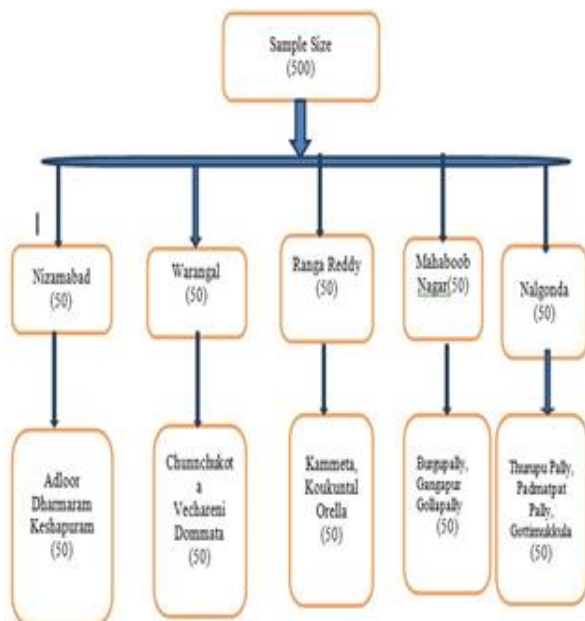
3. To compare the online shopping behavior of rural and urban consumers in Telanagana

### **HYPOTHESIS OF THE STUDY**

H<sub>01</sub>: There is no significant difference in post shopping satisfaction level among rural and urban online consumers in Telangana.

### **RESEARCH METHODOLOGY & SAMPLE SELECTION**

Sample size calculated for study was 500 consumers. 250 consumers are from rural areas and 250 from urban areas. The Geographical area selected for this study is 5 districts. They are Nizamabad, Warangal, Ranga Reddy, Mahabub Nagar and Nalgonda. First hand and Primary Information was collected with the assistance of well- structured Questionnaire along with personal interview. Secondary data was collected from Published literature in Books, Magazines, Journals and Newspapers and portals. A well-structured objective type and probing questionnaire was prepared. To collect personal opinions and to examine the practical aspect, personal Interview and observation technique was applied. The Information collected during data collection was coded first and tables were created, analyzed and Interpreted with the aid of excel sheets in computer. On the basis of findings based on tabulated data and Observations during data collection, conclusion was drawn.



This study focuses on the post shopping level of satisfaction amongst the rural and urban consumers in Telangana. The study of post shopping behaviour comprises elements like consumer expectations from the product, actual performance of the product, the comparison between expectations and product performance, confirmation or disconfirmation of prospects and the size and direction of the discrepancy score (whether satisfied or not) to define consumer satisfaction. The consumers were tested on being loyal to a brand and speaking well about the product and the website if satisfied; discontinue shopping and speaking ill about the brand and the website if not satisfied, impact of the advertisement on the product performance and consumer decision, etc. with following objective in mind. Data was gathered using a five point Likert scale with 1 = strongly disagree and 5 = strongly agree. Independent sample t-test has been used to see if there is significant difference between the rural and urban area online consumers with regards to their post shopping behaviour.

**ONLINE POST PURCHASE BEHAVIOUR OF THE RESPONDENTS**

**Ho: There is no significant difference in post shopping level of satisfaction among rural and urban online consumers in Telangana.**

Table 1.1: Region wise mean values of Post Shopping Factors

Post Shopping Factors	Rural Mean	Urban Mean
Make repeated shopping if the product and online service is satisfactory	4.12	4.00
Lodge complaints to the seller if the product fails to satisfy	3.86	3.86
Speak well about the product and website if satisfied	3.77	3.98
Speak ill about the product if it fails to fulfil your expectations	3.58	3.61
If satisfied, will have discussions with friends to popularise the website and brand	3.88	3.89
Website advertisement provides detailed product information which helps in making shopping decision	3.69	3.83
Switch over to other brands if it fails to satisfy you	3.72	3.78
Advertised products are more reliable and dependable than unadvertised ones	3.42	3.37
Product attributes are overstated in most of the web advertisements	3.51	3.58
Most of the e-retailers make sincere efforts to adjust consumer complaints fairly	3.59	3.48
E-retailers and manufacturers are more sensitive to consumer complaints now than in the past	3.61	3.68

The above Table depicts that in the context of the rural and urban area online consumers, loyalties have been found to be higher if they are satisfied with online services provided to them. Both rural and urban area consumers in telangana have agreed to repeated shopping of the product, speak well about the product and endorse the products to others, if satisfied. Also, both of them discontinue the product, lodge grievance with the service provider and speak ill about the product, if not satisfied. Thus, it is found that both rural and urban area online consumers have similar post shopping behaviour.

**Comparison of Rural and Urban Consumers**

Table 1.2: Comparison of post shopping satisfaction level amongst rural and urban consumers in Telangana

Region		N	Mean	Std. Deviation	t-value	p-value
Post Shopping Behaviour	Rural	250	40.7530	6.09375	.6279	.5302
	Urban	250	41.0450	6.21012		

(\* significant at 5% level of significance)

Above Table shows the outcomes of independent sample t-test to find the significant difference in the post shopping level of satisfaction amongst rural and urban consumers in Telangana. According to the above table, there is a non-significant difference in mean values of rural (M = 40.75; SD = 6.09) and urban (M = 41.04; SD = 6.21) consumers for post shopping level of

satisfaction with t-value = .6279 ( $p \geq .05$ ); therefore there is no difference in the post shopping level of satisfaction amongst rural and urban consumers in Telangana.

**Comparison of Rural and Urban Male Consumers**

Table 1.3 Comparison of post shopping satisfaction level amongst rural and urban male consumers in Telangana

Region		N	Mean	Std. Deviation	t-value	p-value
Post Shopping	Rural	146	40.4315	6.59457	.0292	.9767
	Urban	115	40.4522	6.89806		

(\* significant at 5% level of significance)

Above Table depicts the outcomes of independent sample t-test to find the significant difference in the post shopping level of satisfaction amongst rural and urban area male consumers in Telangana. As per the above table, there is a non-significant difference in means of rural (M = 40.43; SD = 6.59) and urban (M = 40.45; SD = 6.89) male consumers for post shopping level of satisfaction having t-value = .0292 ( $p \geq .05$ ); therefore there is no significant difference in the post shopping level of satisfaction amongst rural and urban area male consumers in Telangana.

**Comparison of Rural and Urban female Consumers**

Table 1.4 Comparison of post shopping satisfaction level amongst rural and urban female consumers in Telangana

Region		N	Mean	Std. Deviation	t-value	p-value
Post Shopping	Rural	104	41.2019	5.31051	.5778	.5638
	Urban	135	41.5481	5.53377		

(\* significant at 5% level of significance)

Above Table depicts the outcomes of independent sample t-test to find the significant difference in the post shopping level of satisfaction amongst rural and urban area female consumers in Telangana. As per the table the above table, there is a no significant difference in means of rural (M = 41.20; SD = 5.31) and urban (M = 41.55; SD = 5.53) female consumers for post shopping level of satisfaction with t-value = .488 (p ≥ .05); therefore there is no difference in the post shopping level of satisfaction amongst rural and urban area female consumers in Telangana.

### Comparison of Male and Female Consumers

Table 1.5: Comparison of post shopping satisfaction level amongst male and female consumers in Telangana

Region		N	Mean	Std. Deviation	t-value	p-value
Post Shopping Behaviour	Male	261	41.0417	6.5963	0.3035	.7702
	Female	239	41.7505	5.4221		

(\* significant at 5% level of significance)

Above Table depicts the outcomes of

independent sample t-test to find the significant difference in the post shopping level of satisfaction amongst male and female consumers in Telangana. As per the above table, there is a significant difference in means of male (M = 41.0417; SD = 6.5963) and female (M=41.7502.; SD = 5.4221) consumers for post shopping level of satisfaction with t-value = 0.3035(p ≥ .05); therefore there is no significance difference in the post shopping level of satisfaction amongst rural and urban consumers in Telangana.

### Findings and Conclusion

Post shopping behaviour of the rural and urban area consumers in Telangana was discussed in this study. The outcomes of the study depicted that post shopping level of satisfaction remains same for both rural and urban area consumers in Telangana. Likewise, no significant difference was found between the rural and urban area male respondents; and rural and urban female respondents with respect to the post shopping level of satisfaction. Thus, it can be concluded that both rural and urban area consumers in Telangana are satisfied after making online shopping if their expectations are reached; and both rural and urban area consumers in Telangana feel cognitive dissonance after making online shopping if their expectations are not reached. Therefore, we are rejecting the null hypothesis H<sub>0</sub>, that is, there is no significant difference in post shopping level of satisfaction among rural and urban online consumers in Telangana. Marketers should attempt to create wakefulness about their website by adopting different methods of advertising like advertising through T.V. and

print media to access the potential consumers. Since the respondent perception differs across urban and rural areas. Therefore it is suggested that a different campaign strategy should be framed to attract consumers from different areas. It is suggested that marketers must provide for a complaint redresser department where the consumers can get their complaints registered in case of any discrepancy in the service or the product being defective or lost in shipment process. Indian consumers like to touch and feel the products before buying them. Therefore it is suggested that online marketers should provide customized services to the consumers along with better facilities for communication with the online sales person to get needy information about the products to be purchased

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