

Online Buying Behavior- A Tool for Economic Development

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Abstract

The World Wide Web has propelled in no small extent of changes in the attitude and behavior of people all over the world. Due to this blessing, online shopping has emerged which influenced the lives of ordinary citizens. Online shopping has also been started in Bangladesh, but consumers are not much habituated yet to go online shopping frequently. This study is undertaken to understand the behavior of online shoppers through a self-constructed questionnaire. The survey reveals that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behavior towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most.

Introduction:

Online shopping or e-shopping is a form of electronic commerce which allows customers to directly buy goods or services from a seller over the internet using a web browser. Michael Aldrich is the man who invented online shopping in 1979. With the increasing internet literacy, the prospect of online marketing is increasing in India. Alternative names of online shopping are online store, e-shop, e-store, internet shop, web shop, online storefront and virtual store. An online shop evokes the physical analogy of buying products or services at a bricks and mortar retailer or shopping center. The process is called B2C online shopping. The largest of online sellers are FlipKart, Snap Deal, Amazan.com and Ebay. Customers are buying from online store. This is evident because of the increase in retailer now offering online store interfaces for customers. With the growth of online shopping comes the concept of satisfaction and loyalty for websites which are involved in providing services on the website and transacting online. Companies before using effective marketing strategies analyze various factors to convert potential customers into active ones. The five dominant factors which influence customer perception of online shopping are information, ease of use, satisfaction, security/ privacy, and proper utilization.

Electronic commerce has become a buzzword for businesses over the past few years with increased awareness about the use of computer and communications technologies to simplify business procedures and increase efficiency.

Combining a range of processes, such as electronic data interchange (EDI), Electronic mail (e-mail), World Wide Web (www), and internet applications, e-commerce provides ways to exchange information between individuals, companies, and countries.

Using the internet one can communicate with other people throughout the world by means of e-mail, online version of newspapers, magazines, academic journals, and books, and discussion groups on almost any conceivable topic. In recent years, the internet has allowed commercial enterprises to connect with one another and with customer. Today, all kinds of businesses provide information about their products and services.

Electronic commerce has witnessed an exponential growth resulting in greater use of this tool by the traders. Also competitions in E-commerce are intensified. Therefore it becomes more important for online retailers to understand the antecedents of customer acceptance of online shopping. Such knowledge is essential to customer relationship management, which has been recognized as an effective business strategy to achieve success in the electronic market. The enormous advantages offered by electronic shopping stimulate corporate managers, marketing departments and retailers to offer their products through websites to attract the largest number of shoppers, not only to local markets but also globally. The current research is an effort to understand the satisfaction and buying behavior of the

buyers shopping online.

Statement Of The Problem

At any given time there are millions of people online and each of them is a potential customer for a company providing online sale. Due to the rapid development of the technologies surrounding the Internet, companies are interested to sell their products through their websites. Because they may belong to different part of world and they have different types of languages. The internet has developed in to new distribution and rapidly increased. Since internet is a new virtual medium with many potential consumers, the online retailer must understand the wants and needs of such consumers. The importance of analyzing and identifying the factors influencing the consumer when he or she decides to purchase on the internet is vital because new virtual market will bring significant difference to the consumers. Analyzing consumers' behavior is not a new phenomenon. Many theories have been used for many years not only to understand the consumers' attitude, but also to create a marketing strategy that will attract the consumer efficiently. However, some distinctions must be made when considering traditional consumer behavior and online consumers' behavior. Even though there are many research topics in the field of business to consumer in the contest of internet business, online retailing is a new retailing medium and online consumer behavior is diverse from traditional consumer behavior.

Objectives Of The Study

To study the factors influencing the consumers preference for online shopping in Tirunelveli district.

To analyze the consumer's satisfaction towards online shopping in Tirunelveli district.

To examine the product involvement and consumer attitude towards online shopping for each product in Tirunelveli district.

To know the perception of online customers and their expectation towards their seller in Tirunelveli district.

Review Of Literature

Vrechopolous et al (2010) found that the most highly valued characteristics on a website include quality and the amount of information provided for products / services.

Discount / promotions, product range, delivery quality and 24 * 7 accessibility are the significant purchase motivators.

Bette Ann et al (2010) opined that incredible growth of electronic commerce and presents ethical issues that have emerged. Security concerns, spamming, websites that do not carry an advertising label, cyber squatters, online marketing to children, conflict to interest, manufactures competing with intermediaries online, and dinosaurs are discussed. The power of internet to spotlight issues was noted as a significant force in providing a kind of self-regulation that supports an ethical e commerce environment.

Vijayssarathy (2010) conducted the study on "The impact of shopping orientations, product types, and shopping Aids on Attitude and Intention to use online shopping and the study revealed the integrated web specific factors (online shopping aid) in order to better explain consumer online shopping behavior.

Vasterby and Chabert (2011) studied on **E-Marketing** and found that the internet can make it easier for companies to have information about their products or services available to their customers or potential customers. A company can satisfy the consumer's individual need of information at a low cost in comparison to sending out product brochures and online shopping is one of the most rapidly growing forms of shopping with sales growths rates that outpace buying through traditional retailing.

Shim, Eastlick, Lotz, & Warrington (2011) proposed an online pre purchase intention model in order to explain the prediction of online purchase intention and found that consumer's positive attitudes towards online shopping significantly influenced the use of the internet for information searching and intention to shop online.

Hypotheses

There is no significant difference in the buying behavior or customer towards product variety among different sources of information online shopping.

There is no significant difference in the buying behavior or customer towards Delivery Method among difference biggest concerns in online shopping.

There is no significant difference in the

buying behavior or customer towards Customer Service among different Frequencies of buying in online shopping.

Research Methodology

This study is based on hypothesis testing regarding the fact that data were collected only once to answer to research questions through questionnaire, concerning the fact consumers satisfaction towards online shopping.

Primary source

Primary data was collected directly from the online shopping on customer behavior with the help of questionnaire from respondents.

Secondary source

Secondary data has been collected through websites, books, magazine and journal on the selected topics.

Sampling design

The scope of the study is limited to Tirunelveli district only, so the researcher has selected the customers from Tirunelveli district. It is decided to use Random sampling method.

Tools Of Analysis

Percentage analyses, one way ANOVA,

The results found with the help of ANOVA have been tabulated in the following table.

Independent sample t-test were used to analyze the data using Statistical package for social sciences (SPSS).

ANOVA

The framed null hypothesis has been test through analysis of variances (ANOVA). The ANOVA test is made by the researcher to test whether significant difference exists among three or more sample means. The total variance is a set of data divided into variation between groups.

Frequency of buying and customer buying behavior

The online shoppers belonging to different frequency of buying such as less than 2 years, 2 to 4 years, 4 to 6 years, above 6 years have been involved in customer buying on online shoppers may7 have an impact on customers buying behavior. Customers buying behavior among different frequency of online shoppers is tested by the researcher through ANOVA. For that purpose a hall hypothesis has been framed as “there is no significant difference in customer buying behavior among different frequency of buying on online shoppers in Tirunelveli district.

Customer buying behaviour	Frequency of buying online	Mean Standard Deviation	N Df	F value	P value
Privacy	Less than 2 years	19.57	67 4 30 115 10 119	10.202	.000
	2 to 4 years	3.345			
	4 to 6 years	22.80			
		2.797			
Security	Less than 2 years	10.84	67 4 30 115 10 119	7.402	.000
	2 to 4 years	2.756			
	4 to 6 years	13.37			
		1.033			
	12.00	1.054			

Time saving	Less than 2 years	19.40	2.887	67	4	6.481	.000
	2 to 4 years	18.47	3.115	30	115		
	4 to 6 years	21.00	1.054	10	119		
Ease of Use	Less than 2 years	30.02	5.184	67	4	8.632	.000
	2 to 4 years	33.63	2.965	30	115		
	4 to 6 years	31.50	2.635	10	119		
Convenience	Less than 2 years	20.59	2.329	67	4	9.392	.000
	2 to 4 years	22.60	1.275	30	115		
	4 to 6 years	22.50	.527	10	119		
Company Reputation	Less than 2 years	10.85	3.163	67	4	1.093	.363
	2 to 4 years	10.80	1.808	30	115		
	4 to 6 years	11.00	0.000	10	119		
Product variety and Quality	Less than 2 years	13.85	2.824	67	4	1.632	.171
	2 to 4 years	15.16	2.948	30	115		
	4 to 6 years	14.40	3.098	10			
Delivery Method	Less than 2 years	11.00	0.000	10	119	1.471	.216
	2 to 4 years	13.85	2.824	67	4		
	4 to 6 years	15.16	2.948	30	115		
		14.40	3.098	10			

		12.49	3.897	67	4	119		
		14.06	3.172	30	115			
		11.80	3.098	10	119			
Customer Service	Less than 2 years	13.97	4.942	67	4		.704	.591
	2 to 4 years	14.03	4.986	30	115			

	4 to 6 years	13.90	3.843	10	119			
Overall customer buying	Less than 2 years	151.32	22.853	67	4		4.870	.000
	2 to 4 years	164.93	14.883	30	115			
	4 to 6 years	161.00	11.10	10	119			

Table reveals that out of 120 respondent's 67 percent of the respondents are less than 2 years, 30 percent of the respondents are 2 to 4 years, 10 percent of the respondents are 4 to 6 years 10 percent of the respondents are above 6 years and 5 percent of the respondents are others. As per online shopping majority of the respondents of frequency of buying is less than 2 years. From the ANOVA test is is found that the 'F' value for Privacy, Security, Time saving , Ease of use Convenience, company reputation, product variety and quality, delivery methods, customers and overall customer buying behavior among different year of frequency of buying online shoppers in Tirunelveli district is (F value) 10.202,7.402,6.481,9.392,1.093,1.632,.704 which is significant at 5% P value of

.000,.000,.000,.000,.000, since p value is less than 0.05 the null hypothesis is rejected and P value of .363,.171,.216,.591 is greater than 0.05 and the null hypothesis is accepted. Therefore it may be conclude that there is a significant difference in for Privacy, Security, Time saving , Ease of use Convenience, company reputation, product variety and quality, delivery methods, customers and overall customer buying behavior

Types of products and customer buying behavior

The online shopper belonging to different type of product such as Electronic Items, Clothing and Cosmetics Household Items, Music Software have been involved in customer buying behavior at different products. Hence the types of products on online shoppers may have an impact on

customer buying behavior among different products of online shoppers is null hypothesis has been framed as “there is no significant difference in customer buying

behavior among different types of product on online shoppers in Tirunelveli district. The results found with the help of ANOVA have been tabulated in the following table.

Customer buying behavior	Frequency of buying online	Mean Standard Deviation	N Df	F value	P value
Privacy	Electronic items	20.74	81	.738	.531
	Clothing & Cosmetics	3.781			
	Household items				
	Music, Software	21.44	27	116	
		23.00	3		119
		21.56	9		
		.527			
Security	Electronic items	11.63	81	3.197	.026
	Clothing & Cosmetics	2.786			
	Household items				
	Music, Software	12.48	27	116	
		14.00	3		119
		10.11	9		
		1.104			
Time saving	Electronic items	19.38	81	2.848	.041
	Clothing & Cosmetics	3.104			
	Household items				
	Music, Software	20.89	27	116	
		17.00	3		119
		.000			

		19.11 1.054 9		
Ease of Use	Electronic items Clothing & Cosmetics Household items Music, Software	31.56 5.18 81 3 32.77 5.14 27 116 30.00 .000 3 119 30.33 1.5811 9	.788	.503
Convenience	Electronic items Clothing & Cosmetics Household items Music, Software	21.172 2.189 81 3 21.88 2.375 27 116 23.00 .0000 3 119 21.55 .52705 9	1.345	.263
Company Reputation	Electronic items Clothing & Cosmetics Household items Music, Software	10.51 2.891 81 3 11.85 1.026 27 116 13.00 .0000 3 119 12.33 1.5811 9	3.564	.016

Product variety and Quality	Electronic items	14.25				.342	.795
	Clothing & Cosmetics		3.05				
	Household items			81	3		
	Music, Software	14.85	2.67	27	116		
		13.66	2.309	3	119		
		14.44	2.403	9			
Delivery Method	Electronic items	12.82				.746	.527
	Clothing & Cosmetics		3.730				
	Household items			81	3		
	Music, Software	13.92	3.796	27	116		
		12.00	1.732	3	119		
		12.33	3.391	9			
Customer Service	Electronic items	13.73				2.058	.110
	Clothing & Cosmetics		4.988				
	Household items			81	3		
	Music, Software	13.22	3.886	27	116		
		15.33	4.619	3	119		
		17.44	3.358	9			
Overall customer buying	Electronic items	155.82				.915	.436
	Clothing & Cosmetics		22.675				
	Household items			81	3		
	Music, Software	163.44					

		16.150	27	116	
		161.00			
		8.602	3	119	
		159.22			
		8.657	9		

Table reveals that out of 120 respondent's 67 percent of the respondents are Electronic Items, Clothing and Cosmetics Household Items, Music Software 3 percent of the respondents are household items and 9 percent of the respondents are Music, As per online shopping majority of the respondents of types of products in electronic items. From the ANOVA test is found that the 'F' value for Privacy, Security, Time saving , Ease of use Convenience, company reputation, product variety and quality, delivery methods, customers and overall customer buying behavior among different year of frequency of buying online shoppers in Tirunelveli district is (F value) 7.38,3.197,2.848,.788,1.345,3.564,.342,.746, 2.058 which is significant at 5% P value of .531,.026,.041,.503,.263,.016,.795,.527,.110 Since P value is greater than 0.05 and the null hypothesis is accepted. Therefore it may be conclude that there is no significant

difference in for Privacy, Security, Time Saving, Ease of Use Convenience, Company Reputation, Product Variety And Quality, Delivery Methods, Customers Service.

Types of products and customer buying behavior

The online shopper belonging to different biggest such as safety, privacy, return policy, correct merchandise and other have been involved in customer buying behavior at different concern. Hence the biggest concerns of online shoppers may have an impact on customer buying behavior. Customer buying behavior among different biggest concerns of online shoppers is tested by the researcher through ANOVA. For the purpose of null hypothesis has been framed as "there is no significant difference in concerns of online shoppers in Tirunelveli district. The results found with the help of ANOVA have been tabulated in the following table.

Customer buying behavior	Frequency of buying online	Mean	Standard Deviation	N Df	F value	P value
Privacy	Safety	19.77	3.25	30	5.005	.001
	Privacy			4		
	Return policy	21.13	2.20	39		
	Correct Merchandise	18.78	2.63	9		
		21.92	4.12	119		

		25.00	37		
		.000	5		
Security	Safety	11.47	30	4.256	.003
	Privacy	1.57	4		
	Return policy	10.90	39		
	Correct	3.44	115		
	Merchandise	11.11	9		
		1.0554	119		
		12.92	37		
		1.639	5		
		13.00			
		.000			
Time saving	Safety	19.30	30	5.871	.000
	Privacy	2.55	4		
	Return policy	18.76	39		
	Correct	19.52	115		
	Merchandise	18.33	9		
		3.162	119		
		20.56	37		
		3.321	5		
		24.00			
		.0000			
Ease of Use	Safety	32.26	30	27.779	.000
	Privacy	3.321	4		
	Return policy	28.10	39		
	Correct	3.9188	115		
	Merchandise				

		27.33 3.162 9 119		
		35.00 3.7267 37		
		40.00 .0000 5		
Convenience	Safety Privacy Return policy Correct Merchandise	20.73 2.033 30 4 21.28 2.73 39 115 20.85 .5270 9 119 21.94 1.489 37 24.00 0.000 5.002	3.853	.006
Company Reputation	Safety Privacy Return policy Correct Merchandise	11.90 1.953 30 4 9.67 3.463 39 115 11.67 1.531 9 119 11.43 1.573 37 12.00 .0000 5	4.655	.002

Product variety and Quality	Safety	14.93				5.450	0.000
	Privacy		2.331				
	Return policy			30	4		
	Correct	13.41					
	Merchandise		2.682	39	115		
		11.77		1.986	9		
		15.40					
			3.095	37			
		16.00					
			2.738	5			

Delivery Method	Safety	13.46				1.838	.126
	Privacy		3.234				
	Return policy			30	4		
	Correct	11.75					
	Merchandise		3.669	39	115		
		12.55		2.185	9		
		13.81					
			4.040	37			
		14.20					
			1.095	5			
Customer Service	Safety	16.53				3.787	.006
	Privacy		5.387				
	Return policy			30	4		
	Correct	13.10					
	Merchandise		4.346	39	115		
		12.33		3.041	9		
		13.51					
			4.420				

		10.80	37		
		1.095	5		
Overall customer buying	Safety	160.36	15.66	30	4
	Privacy	147.48	21.383	39	113
	Return policy	144.44	15.56	9	117
	Correct Merchandise	166.51	18.80	37	
		179.00	8.215	7	
					7.918
					.000

Table reveals that out of 120 respondent's 30 percent of the respondents are safety 39 percent of the respondents are privacy, 9 percent of the respondents are return policy 37 percent of the respondents are correct merchandise and 5 percent of the respondents are others. As per online shopping majority of the respondents of biggest concerns is privacy.

From the ANOVA test is found that the 'F' value for Privacy, Security, Time saving, Ease of use Convenience, company reputation, product variety and quality, delivery methods, customers and overall customer buying behavior among different year of frequency of buying online shoppers in Tirunelveli district is (F value) is 5.005,4.256,5.871,27.779,3.853,4.655,1.838,3.787, which is significant 5 percent p value of .001,.003,.002,.000 which is less than 0.05 and the null hypothesis is rejected and p value of .006,.125,.006 which is greater than 0.05 and the null hypothesis is accepted. Therefore it may be concluded that there is no significant difference in convenience, delivery method and customer service among the different biggest concerns of online shoppers in tirunelveli district. It is concluded that biggest concers is a significant

variable in Privacy, Security, Time saving, Ease of use Convenience, company reputation, product variety and quality and overall buying behavior is a significant variable among customer buying behavior.

Finding

It shows that there is a significant variable in buying behaviors among biggest concerns of online shoppers in Tirunelveli district. It is observed that biggest concerns there are a insignificant variable in product quality and variety, and overall buying behaviors. It is observed that biggest concerns is a significant variable in determining privacy, security, time saving, ease of use, convenience, company reputation, deliver method, customer service, product quality among customer buying behavior. It shows that there is a significant variable in buying behaviors among different types of product of online shoppers in Tirunelveli district. It is observed that types of product there is a insignificant variable in privacy, security, time saving, ease of use, convenience, company reputation, deliver method, customer service and overall buying behavior among customer buying behavior. It shows that there is a significant variable in buying behaviors among different frequency

of buying of online shoppers in Tirunelveli district. It is observed that frequency of buying there are a significant variable privacy, security, time saving, ease of use, convenience, company reputation, deliver method, customer service, product quality among customer buying behavior. It is observed that types of product there is a insignificant variable in determining the company reputation product variety and quality, delivery method and customer service among customer buying behavior.

Conclusion

In the past, consumers had sufficient time to visit shopping centers, searching for various products. Many consumers prefer bargaining and decide the purchases after physical examination of the commodities. The entire process can range from a few hours to weeks depending on the product, quality, quantity and source of purchase. Today there is radical change in the entire scenario. Everything is today's world is internet oriented like electronic data interchange, E-mail, E-business and E-commerce. E-commerce is exchange of information using network-based technologies. In the present high cost situation, E-commerce can be used as a competitive strategy. It successfully includes the entire online process of developing, marketing, selling, delivering, servicing and paying for products and services. Online shopping is a vast growing technology. If it is properly utilized with assured safety and security for the transactions,

it will thrive into a highly competitive and dynamic environment. In future, online shopping is bound to grow in a big way, given the growing youth population.

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