

**A STUDY ON FACTOR AFFECTING E-SHOPPING
BEHAVIOR OF CUSTOMER WITH SPECIAL REFERENCE
TO BILASPUR CITY**

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Abstract

Role of internet in everybody's life is increasing. It is accessible to almost everyone. It has changed the way we live. Marketers are also using Internet as the medium to sell their products to customers. Marketers need to represent their company on the internet to attract more customers and enjoy larger market share in today's competitive business environment. So it becomes important for them to understand the factors which consumers consider while making online purchase. The objective of this study is to examine the factors influencing online shopping and to find out that how these factors affect willingness to purchase online.

Keywords: Online Buying Behavior, competitive business environment, willingness to purchase, Internet.

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INTRODUCTION

E-commerce has made life simple and innovative of individuals and groups; consumer Behavior in online shopping is different from the physical market where he/she has access to see the product. E-commerce is the buying and selling of the goods and services online; internet is the best source to use this tool. Online shopping provides all type of goods to be available in the virtual world. It is just like a shop in the neighborhood.

Nowadays, the concept “DIC” i.e. double income couples are becoming all the more prominent in India. With the long working hours and increased distances to travel, they are not having enough time to devote it to shopping as people don't feel like going out for buying day to day things after a very hectic day at office. They want to reserve it for other works like socializing, entertainment etc.

OBJECTIVE OF THE STUDY

The general objective of a study states what researchers expect to achieve by the study in general terms.

Following objectives have been framed for the research:

- 1 To study the awareness of e-shopping among customer of bilaspur city.
- 2 To identify the factors affecting e-shopping behavior of customer.
- 3 To identify the factors affecting e-shopping on retail market.

LITERATURE REVIEW

According to Davis (1993) consumers' attitudes regarding Internet shopping are depending on the direct effects of relevant online shopping features. Online shopping features can be classified into consumer's perceptions of functional and utilitarian dimensions such as “ease of use” and “usefulness”, or into their perceptions of emotional and hedonic dimensions like “enjoyment” Holbrook (1994), Internet shoppers can be described as ‘problem solvers’, others can be regarded as seeking ‘fun, fantasy, arousal, sensory stimulation, and enjoyment’. The problem solvers merely shop online in order to acquire a specific product or service, in which case shopping is considered to be ‘a task’ or ‘work’.

According to (Jun and Jaafar, 2011)(4), business revolution is a good example which is provided by online shopping. Ecommerce is experiencing a period of rapid development currently in China; for the expansion of the online shopping market, large number of Internet users provides a good foundation. After studying and analyzing different variables this research found that there were relationships between the perceived usability, perceived security, and perceived privacy, perceived after-sales service, perceived marketing mix, perceived reputation and consumers' attitude to adopting online shopping in China. However, only marketing mix and reputation were significantly influence consumers' attitude to adopt online shopping. After studying this journal we able to understand consumers' online purchase behaviour.

(Gao, 2012)(7), presents that, Online seekers are the main sources of online shopping. Online shoppers always want to seek information within few clicks and reach to the most relevant information according to their requirements such as competitive brands, best price offers, product specification and consumer word-of-mouth.

According to Agarwal, 2013, "A study of factors affecting online shopping behavior of consumers in Mumbai region", factors that affect online shopping are time saving, money saving, no risk in transaction, easy to choose and compare with other products and delivery of product on time. With advancements in Online shopping, there have been changes in the methodology for business transactions. India, being a rapid adaptor of technology is apace with the current scenario of electronic data exchanges and has taken to e-commerce. Though Online Shopping provides many advantages, there are still a significant number of customers who refuse or reluctant to adopt the facilities of online services. In India the adoption rate of the technology is significantly different from other nations because of the country's unique social and economical characteristics. The aim of this research study is to investigate the factors influencing the adoption of Online Shopping in West Bengal, India (Chatterjee and Ghosal, 2014).

In a study by Raval Tulsi,2014,"Study of effectiveness of online shopping", explained that privacy of personal information is a significant issue for some consumers. Many consumers wish to avoid spam and telemarketing which could result from supplying contact information to an online merchant. In response, many merchants promise to not use consumer information for

these purposes. To increase online purchases, businesses must use significant time and money to define, design, develop, test, implement, and maintain the web store as it is truly said that it is easier to lose a customer than to gain one. In a findings by Sen Rahul, 2014, showed that the cost factor, convenience factor, product factor and seller related factor are the four important factors influencing the online purchase of products in Kolkata.

RESEARCH METHODOLOGY

Sample size

This sampling size targets a sample population drawn from consumers who have experienced online purchasing in bilaspur. We have targeted 100 people of colleges, housewife, unemployed, employees etc. Basically we are targeting on young customers who using smart phone.

Research Instrument

For conducting research we need data and for my research work primary data is needed ,for this structured questionnaire was used.

Sampling method

Convenience sampling, as the name implies is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in study. For this the same was used.

DATA ANALYSIS AND INTERPRETATION

Data analysis and interpretation means extracting meaningful information from the data collected and analyzing the information statistically.

- Descriptive statistics including frequency charts and histograms on sample characteristics i.e. demographic variables, Buying awareness, Shopping Behaviour and Factors affecting the e-shopping behaviour.
- One way ANOVA is carried out to test the formulated hypothesis.
- Test of Regression to know the impact of factors affecting buying behavior over shopping behavior of the respondents.

LIMITATIONS

- Sample size of 100 respondents is very small to withdraw conclusion for such a vast population.
- Study is limited to Bilaspur city of Chhattisgarh State.
- Time and Cost is also a very big limitation.

Results and DISCUSSION

Demographic Details of The Respondents						
Particulars		Frequenc y	Percentag e	Cumulativ e Percentage	Mea n	Std. Deviatio n
Gender	Male	89	89	89	1.11	0.314
	Female	11	11	100		
Age	18 - 25	48	48	48	1.84	1.012
	26 - 30	32	32	82		
	31- 35	8	8	88		
	36 - 40	12	12	100		
Education	High School	43	43	43	2.04	1.033
	Bachelors	16	16	59		
	Masters	37	37	96		
	Doctorate	2	2	98		
	Others	2	2	100		
Occupatio n	Full time employment	26	26	26	1.98	0.84
	Part time employment	58	58	84		
	Students	10	10	94		
	Housewife	4	4	98		
	Retired	2	2	100		

From the given table it can be clearly observed that the sample population is skewed towards male population at about 89% indicating the greater participation by male diaspora whereas female respondents are only 11%. It was also found that majority of the respondents are in the age group of 18 - 25 years (about 48 %) followed by the age group of 26 – 30 years (about 32%), 12% are from age group of 36 - 40 years, whereas only 8% belongs to the group of 31 - 35 years. The sample has also the largest chunk of respondents as higher school at about 43% with bachelors at 16%, about 37% with master's degree, whereas doctorate and others accounts for only 2%. Majority of respondents are part time employed (58%), followed by full time employed (at 26%), students (at 10%), housewives (at 4%) and retired persons (at 2%). Overall the sample for study is a fair representation of the population since the survey was conducted in Bilaspur district.

FACTOR ANALYSIS

(a) Factor Analysis of Buying Behaviour

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.531	30.623	30.623	1.531	30.623	30.623	1.531	30.623	30.623
2	1.168	23.357	53.980	1.168	23.357	53.980	1.168	23.357	53.980
3	.885	17.706	71.686						
4	.733	14.662	86.348						
5	.683	13.652	100.000						

Extraction Method: Principal Component Analysis.

(b) . Factor Analysis of Variables Affecting Buying Behaviour

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1.823	36.459	36.459	1.823	36.459	36.459	1.780	35.607	35.607
2	1.022	20.443	56.902	1.022	20.443	56.902	1.065	21.295	56.902
3	.878	17.565	74.467						
4	.715	14.302	88.769						
5	.562	11.231	100.000						

Extraction Method: Principal Component Analysis.

TESTING OF HYPOTHESIS

H01: Demographic variables of the respondents does not have any relationship with their buying behavior in Bilaspur.

One-way Anova was carried out on dependent variable as buying behavior related aspects and independent variable as sum total of all the demographic variables. It was found that null hypothesis is accepted for all the dimensions of buying behaviour showing no significant relationship between variables except “*Experience of using*”. So it was concluded that demographic variables of the respondents has a significant positive relationship with their previous experience of online shopping

H02: Buying awareness of shopping do not have any significant relationship with buying behaviour of people in Bilaspur.

One-way Anova was carried out on dependent variable as buying behavior related aspects and independent variable as profitability of online shopping. It was found that null hypothesis is rejected for all the dimensions of buying behaviour showing a significant positive relationship between variables except two cases “*Experience of using*” and “*Why do you prefer online shopping*”. So it was concluded that profitability of online shopping does not have any relationship with the previous experience of using online shopping and reason behind adoption of online shopping.

H03: Factor affecting e-shopping does not have any impact on buying behaviour of the people in

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.798	6	1.133	2.199	.050 ^b
	Residual	46.876	91	.515		
	Total	53.673	97			

a. Dependent Variable: Experience of using

b. Predictors: (Constant), Do you think information posted for online shopping are secure enough, Do you think online shopping cost is cheaper than retail shopping, Do you think detail information about the product effect you for online shopping, Do you think online shopping is much than retail shopping, Do you think online shopping is is time saving, Do you think online shopping product purchase through are secure in compare retail shopping

Bilaspur

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.647	6	1.941	4.265	.001 ^b
	Residual	41.414	91	.455		
	Total	53.061	97			

a. Dependent Variable: Search for product information

b. Predictors: (Constant), Do you think information posted for online shopping are secure enough, Do you think online shopping cost is cheaper than retail shopping, Do you think detail information about the product effect you for online shopping, Do you think online shopping is much than retail shopping, Do you think online shopping is is time saving, Do you think online shopping product purchase through are secure in compare retail shopping

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.592	6	3.432	1.980	.077 ^b
	Residual	157.745	91	1.733		
	Total	178.337	97			

a. Dependent Variable: What type of product you consider by online shopping

b. Predictors: (Constant), Do you think information posted for online shopping are secure enough, Do you think online shopping cost is cheaper than retail shopping, Do you think detail information about the product effect you for online shopping, Do you think online shopping is much than retail shopping, Do you think online shopping is is time saving, Do you think online shopping product purchase through are secure in compare retail shopping

FINDINGS

- Analysis revealed that there is no significant relationship between gender and buying behavior of the respondents.
- No significant relationship was found between age of the respondents and their buying behaviour.
- It was found that educational status of the respondents has a significant positive relationship with the reasons of adopting online shopping.
- It was found that Occupation of the respondents has a significant positive relationship with online search of products and mode of payments.
- It was revealed that demographic variables of the respondents has a significant positive relationship with their previous experience of online shopping.

- Analysis revealed that usage of online shopping does not have any relationship with buying behavior.
- Majority of respondents are part time employed (58%), followed by full time employed (at 26%) and students (at 10%).
- It was revealed that the majority of people sometimes to do online shopping (52%) and about 40 – 60% of youth is aware (at 46%) about the phenomenon of online shopping and thinks that it is profitable (at 43%).

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CONCLUSION

The marketers that they need to focus on the income and occupation of the people for designing the marketing strategy for leading people to buy online by making their websites more informative and making reliable mode of payments as gender and age does not have any relationship with buying behavior. Marketers need to design their marketing plans targeted to the educated people for leading them to buy online rather than anonymous patterns of promotion as educational status of the respondents has a significant positive relationship with the reasons of adopting online shopping. Proper and detailed information regarding each product need to be posted to enhance credibility of e-retailer as people search for information regarding product before making actual purchase

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