

ONLINE BUYING BEHAVIOR (A STUDY WITH REFERENCE TO SALEM CITY)



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Abstract

Online shopping is having very bright future in India. The online selling enabling the sale of products or service to consumers. Online shopping has been shown to provide more satisfaction to modern consumers seeking convenience and speed. Online shopping there are some hassles and problems like fraud and security concerns, lack of personal approach and have to wait for delivery etc., the sample for this study is online buyer behaviour in Salem City The sample size of the

study is totally 137 respondents of online buyers in Salem City. Convenience sampling techniques was used for this study. The present study has brought some novel contributions towards the knowledge of online shopping and found the reasons for the shift in buying behavior from the traditional shopping to online shopping among Indian consumers.

Keywords: Online Shopping, E-Commerce, Buying Behavior, Web Browser

Introduction

Internet as means of communication with consumers, the field of E-commerce, online buying has experienced a rapid growth in the recent years. The cost of internet usage is also getting lower, with good competition among the providers. This will increase the usage as it goes more on wireless internet. Indians are proving every time that they can beat the world when it comes to figures of online shopping. Due to high growth of internet, online shopping is becoming most interesting and popular activities for the consumers. Online shopping is providing a variety of products for consumers and is increasing the sales challenges for e-commerce players. Most probably, the experience will be highly enjoyed. Payment process, privacy, convenience, save time, delivery time and consumer service are very important reason for shop online.

Statement of the Problem

The online shopping expected growth rate is 39.5 percent in 2015 in India. And compounded annual growth rate 63% to reach 54,304 crore expected in 2016 in India. Online shopping revenue in India is estimated to be \$ 38 million by 2015. In India, online shoppers will increase by more than three times by 2015, jumping from 14.5 million in 2011 to 41.8 millions in 2015. With increasing internet literacy, the prospect of online marketing is increasing in India. The consumer indulging in online shopping considers many factors. If companies analyze the factors affecting consumer behaviour towards online shopping and the relationship between this factor and the type of online buyer, then they can devise effective marketing strategies to convert potential customers into active ones, while retaining existing online customers. Hence an attempt is made to know the factors influencing online behavior. There are billions of people committed in online, and each of them is potential online consumer for a company and providing online services and goods. Now a day, there are rapid and fast developments in information technologies industry in

India. Online shopping is based on individual to individual perceptions. Online shopping there are some hassles and problems like fraud and security concerns, lack of personal approach and have to wait for delivery etc.,

Objective of the Study

1. To know the online buying behaviour in general.
2. To identify the factor influencing online buying behaviour.
3. To know the problems and satisfaction level of online buying behavior.

Research Methodology

The study mainly based on primary and secondary data. Sample size selected for the study is 137 respondents in the Salem city. Samples are drawn on Convenience sampling technique. The data were collected through questionnaire for the time period 2014-2015.while analyzing data simple percentages, chi-square and ANOVA.

Review of Literature

Amaro and Duarte (2015) grounded in the Theory of Reasoned Action, the Theory of Planned Behavior, the Technology Acceptance Model and on the Innovation Diffusions Theory, this study proposed and empirically tests an integrated model to explored which factors affect intentions to purchase travel online. Partial Least Squares Structural Equation Modeling was conducted to assess the hypotheses. The empirical results, obtained in a sample of 1732 Internet users, indicate that intentions to purchase travel online are mostly determined by attitude, compatibility and perceived risk. The theoretical contributions of this study and the practical implications are discussed and future research directions are detailed.

Chen (2015) proposed to identify the benefit-risk paradigm, and tested the moderating effects of trust propensity and gender in relationship to the impacts of perceived benefits and risks on user online behavior. Results showed that gender moderated the impact of perceived benefit on one's intention to purchase. Trust propensity was found to moderate the relationship between perceived risk and overall satisfaction. In addition, we found that the interaction of trust propensity the most benefit oriented consumer group. Implications for both research and practice are discussed.

Analysis and Interpretation of Data

Which Mode of Payment do you Prefer Wise Classification of the Respondents

Which Mode of Payment do you refer	Frequency	(%)
Credit Card	21	15.3
Debit Card	11	8.0
Cash on Delivery	81	59.1
Mobile Banking	10	7.3
Net Banking	12	8.8
Fund Transfer	2	1.5
Total	137	100

The above table examined that, 15.3% of the respondents are prefer to use credit card, 8.0% of the respondents are prefer to use debit card, 59.1% of the respondents are prefer to use Cash on Delivery, 7.3% of the respondents are prefer to use mobile banking, 8.8% of the respondents are prefer to use net banking, and 1.5% of the respondents are prefer to use fund transfer for online shopping. Hence, the majority of the respondents give payment for cash on delivery.

Sources: Primary Data

Agreement Level on Influencing Factors towards Online Buying Behaviour

T-Test	N	Mean	Std. Deviation	Std. Error Mean	T	Sig.(2-
Privacy	137	3.9051	.98431	.08410	10.763	.000
Security and Trust	137	3.8248	1.02826	.08785	9.389	.000
Saving Time	137	4.0146	.93922	.08024	12.644	.000
Easy of Use	137	3.9781	1.01798	.08697	11.246	.000
Convenience	137	3.8978	1.00940	.08624	10.411	.000
Company Reputation	137	3.7664	.99456	.08497	9.020	.000
Price	137	3.6861	.96064	.08207	8.360	.000
Promotion and Advertisement	137	3.6788	.94662	.08088	8.394	.000
Product Quality	137	3.6861	1.01280	.08653	7.929	.000
Free Delivery Charge	137	3.7518	.93762	.08011	9.385	.000
Product	137	3.6204	1.05113	.08980	6.909	.000
Promotion	137	3.6569	.99586	.08508	7.721	.000
Price	137	3.6861	.96064	.08207	8.360	.000
Delivery Method	137	3.7153	1.11770	.09549	7.491	.000
Return Policy	137	3.6496	1.00434	.08581	7.571	.000
Customer Service	137	3.6204	1.03704	.08860	7.003	.000
Guarantee and Warrantee of Goods	137	3.7591	.96654	.08258	9.193	.000
Personal Internet	137	3.8759	.95829	.08187	10.699	.000
Access	137	3.8467	.99181	.08474	9.992	.000
Download Time	137	3.8175	1.00892	.08620	9.484	.000
Representativeness of Picture and Color	137	3.8467	.98437	.08410	10.068	.000
Web Trust	137	3.7372	1.04509	.08929	8.257	.000
Privacy of Information	137	3.6569	1.13395	.09688	6.781	.000
Saving Time	137	3.8905	1.08247	.09248	9.629	.000
Less Effort	137	3.8540	1.06785	.09123	9.361	.000
Shopping at Any Time	137	3.8759	.95058	.08121	10.785	.000
Perception of Safety	137	3.8248	.89851	.07676	10.745	.000
Prices of Product	137	3.8102	.93567	.07994	10.135	.000
Trust in Online Retailer	137	3.6277	.93939	.08026	7.822	.000
Full Information about Goods and Services	137	3.8248	.91473	.07815	10.554	.000
After Sales and Service	137	3.7518	.91379	.07807	9.630	.000

In case of influence factors of online buying behavior related to P- values are (.000) privacy, Security and Trust, Saving Time, Ease of Use , Convenience, Company reputation, Promotion and Advertisement , product quality , free delivery charge, product, promotion, price, delivery method, return policy, customer service, guarantee and warrantee of goods, personal internet, access, download time, representativeness of picture and color, web trust, privacy of information, saving time, less effort, shopping at any time, perception of safety, price of product, trust in

online retailer, and after sales and service these all the values are influencing factors in not significant.

Conclusion

Online shopping is the process of buying goods and services from merchants over the Internet. The people are buying the product in a new world prefer online. Because, they save time and money. People are most preferred product of online purchase are books, tickets and clothing remains the least preferred choice of online shoppers. Among the payment options, Payment on delivery through cash is the safest choice of payment, while credit card are next preferred choice, online bank transfer is least preference choice. Online shoppers seek for clear information about product and service, time saving, convenience, security and delivery on time are all important factor for online shopping. The offers with punch lines “Attractive offers” do not attract online shoppers. Most of the consumers who have experienced online shopping are very satisfied. The researcher concluded that saving time is most influence factor about online purchase. And now a day online purchaser day by day increase in the world. Because, they influence to technology

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