

Customer perception towards online buying

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ABSTRACT

The increasing use of Internet in India ensures a new avenue for E-marketers. If E-marketers can identify the factors influencing online Indian buyers' behaviour, and the correlation between these factors and the kind of online buyers, then they can further modify their marketing strategies to transform possible customers into active ones, while maintaining existent online customers. This research paper aims to examine the buying behaviour of Indian online customers through their demographic details. It also studies how different types of online customers perceive websites differently. This research found that buying behaviour of online customers is independent of gender, domicile, marital status etc. of the customer but it is depended on the innovative marketing strategies adopted by the companies in selling online. The study was conducted among 120 people who has purchased atleast a product through online in Kottayam district of Kerala. Convenience sampling method was used to select respondents and data was collected through questionnaire. ANOVA, t test, correlation etc. were used for analysis and conclusions were derived.

1. Introduction

Online shopping is the process of purchasing goods or services over the internet. Online shopping has fully grown in quality over the years, mainly because individuals found it as convenient and simple to bargain shop from the comfort of their home or workplace. one amongst the foremost enticing factor concerning on-line shopping, particularly during a vacation season, is it alleviates the necessity to attend in long lines or search from store to store for a specific item.

It is a type of electronic commerce that permits customers to directly get products or services from a vender over the net with the help of an application program. Customers notice a product of interest by visiting the web site of the distributor directly or by looking among different vendors employing a searching programme that displays an equivalent product's availability and price at completely different e-retailers. As of 2016, customers can shop on-line employing a range of different computers and devices, including desktop computers, laptops, tablet computers, and mobile phones. Mobile commerce (or m-commerce) describes buying from retailer's mobile optimized online sites or apps.

This study aims to investigate the online buying behaviour of the customers. The relationship between demographic variables and customer online buying behaviour is studied in detail.

2. Literature Review

(Cowles & Kiecker, 2000) explained the need of finding out consumer internet behaviour as e-commerce grows in size and gaining importance. The researchers stressed the importance of consumer researchers need to take a lot of effort to find out client online behaviour or how customers make the internet a part of their consumption.

Researchers stressed the requirements of e-commerce managers/companies to understand the factors influence shoppers buy on-line, in order that they'll develop effective methods to encourage shoppers to their websites to spend time and cash (Aldridge & Pierson, 1997).

(Goldsmith, 2002) Stressed the need to identify model of some characteristics of customers that incline them to shop from on-line and their intentions to shop online within the future. Additionally the researcher also stressed the importance of testing the developed model with correct empirical proof.

(Sprott, silverman, & Varma, 2000) Put forward a simple model which identified the positive relationship between Personal innovativeness and Internet use from self-reported information regarding online shopping.

Researchers explained that people who use the net more are likely to buy products online than people who spend less in online and providing logic of more usage of Internet might induce consumers to gain more exposure which might lead to more trust over Internet activities. This may be the beginning stage of exercising purchase behaviour over internet by gathering information because the client began to believe more regarding the information which he has gathered through internet (Feather, 2000).

(Solomon, 1996) Found out that the internet buying is populated by 'Trend leaders' who are the people those who try new ideas, products, services, and technologies before these innovations gain popularity in the market.

Researchers also identified the positive results of the online shopping behaviour as (Brown, Durrett, & wetherbe, 2009) found that online shopping had given a platform to customers of Generation Y which is easy to use, save time and provides significant information about the products. Earlier

these platforms were used just to compile information before making any online buying. But now the outcome showed that online buying had given additional value as it provided ease in shopping in the form of time saving, variety and unbounded inventory. On the other hand, Generation Y customers had some problems related to real time communication with the marketing person, reliability of the transaction and return policy of the retailer's website.

It was identified that consumer trust is the most important factor in online purchase decision making process. Company reputation and customer awareness are the important factors which determine the trust of consumers in online purchase. The study results showed that earlier satisfaction and acquaintance with the online shopping have high correlation with satisfaction and trust and ultimately it affected online buying intentions of the consumers (Yoon, 2002).

E-service quality of home delivery and shopping established a new service model for home delivery companies in Taiwan (Chen, Hsu, & Lee, 35). Results showed that customers emphasized on the security of personal information given to the home delivery companies. Moreover speed of delivery, freshness of food and quick response from home delivery companies were also focused by online shoppers of food items.

3. Research Methodology

3.1 Population

The population of the study includes the people who purchased at least a product through online in Kerala. For the convenience of the study the respondents were selected from Kottayam district, Kerala. So the population includes the people who purchased at least a product through online Kottayam District.

3.2 Sample

A total of 120 respondents who purchased at least a product through online was selected for this study from Kottayam district Panchayat arbitrary. Samples were selected through convenience sampling technique.

3.3 Data Collection

Structured questionnaire was distributed in order to collect primary data from the respondents. Secondary data was collected through desk research.

3.4 Analysis

ANOVA, t- test and correlation studies were done for with the help of SPSS for data analysis

4. Hypotheses

1. There is no association between Gender of the consumer and time they spend for online shopping.
2. There is no association between domicile of customer and preference for products.
3. There is no significant difference between male and female in their perception about online shopping.
4. There is no significant difference between married and unmarried in their attitude towards online shopping.
5. The level of customer innovativeness of people belonging to different age group are same.
6. Preference of websites of people belonging to different level of education are same.
7. There is no relationship between the consumer innovativeness and preference to online shopping.
8. There is no relationship between preferred websites and motivation to buy online

5. Data Analysis

Testing hypothesis No: 1

H₀: There is no association between Gender of the consumer and time they spending in online shopping.

Table 1.1: cross tabulation of gender and time spending

Gender	Time spending			Total
	less than 1 hour	1-3 hours	< 3 hours	
Male	50	29	4	83
Female	27	8	2	37
Total	77	37	6	120

Source: Survey feedback

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	2.136 ^a	2	.344

Table 1.2: chi-square test

Interpretation: The Pearson chi-square is 2.136 with 2 degree of freedom and p value is .344 > 0.05, so the hypothesis is accepted. There is no association between gender of the consumer and time they spending in online shopping.

Testing hypothesis No: 2

H₀: There is no association between domicile of customer and preference for products.

Table 2.1: cross tabulation of domicile and preference for products.

Residence	Electronics		Total
	not selected	selected	
Urban	30	25	55

	Rural	33	32	65
Total		63	57	120

Source: Survey feedback

Table 2.2: chi-square test

	Value	D f	Asymp. Sig. (2-sided)
Pearson Chi-Square	.170 ^a	1	.680

Interpretation: The Pearson chi-square is .170 with 1 degree of freedom and p value is .680 > 0.05. So the hypothesis is accepted. So there is no association between domicile of the consumers and preference for products.

Testing hypothesis No: 3

H₀: There is no significant difference between male and female in their perception about online shopping.

Table 3.1: test for equality means of perception score

Group Statistics					
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Perception score	Male	83	44.1446	3.97287	.43608
	female	37	44.0000	4.00694	.65874

Source: Survey feedback

Table no.3.2: T- test

Independent Samples Test						
		Levene's Test for Equality of Variances		t-test for Equality of Means		
Perception score		F	Sig.	t	D f	Sig. (2-tailed)
	Equal variances assumed	.031	.861	.184	118	.855

Interpretation: The T- test shows that the significance value of t is .855 > 0.05. Therefore it is accepted that, there is no significant difference between male and female in their perception about online shopping.

Testing hypothesis No: 4

H1: There is no significant difference between married and unmarried in their attitude towards online shopping.

Table 4.1: test for equality means of attitude score

Group Statistics					
	Marital status	N	Mean	Std. Deviation	Std. Error Mean
Attitude score	Married	40	33.5750	3.41856	.54052
	Unmarried	80	33.2875	4.13137	.46190

Source: Survey feedback

		Levene's Test for Equality of Variances		t-test for Equality of Means		
Attitude score		F	Sig.	t	D f	Sig. (2-tailed)
	Equal variances assumed	.366	.546	.380	118	.705

Table no.4.2: T- test

Interpretation: The T- test shows that the significance value of t is .705 > 0.05. Therefore it is accepted that, there is no significant difference between married and unmarried in their attitude towards online shopping.

Testing hypothesis No: 5

H₀: The level of customer innovativeness of people belonging to different age group are same.

ANOVA					
Innovative score					
	Sum of Squares	D f	Mean Square	F	Sig.

Between Groups	225.203	3	75.068	1.631	.186
Within Groups	5340.264	116	46.037		
Total	5565.467	119			

Table 5.1: showing the test statistic and significance value of t
Source: Survey feedback

Interpretation: The statistical tool used ANOVA shows that the value of f is $.1.631 > 0.05$ and the significant value is $.186 > 0.05$. Therefore it is accepted that is the level of customer innovativeness of people belonging to different age group are same.

Testing hypothesis No: 6

H₀: Preference of websites of people belonging to different level of education are same.

Table 6.1: showing the test statistic and significance value of t

ANOVA					
Preference of websites					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3491.643	5	698.329	1.182	.323
Within Groups	67366.482	114	590.934		
Total	70858.125	119			

Source: Survey feedback

Interpretation: The statistical tool used ANOVA shows that the value of f is $1.182 > 0.05$ and the significant value is $.323 > 0.05$. Therefore it is accepted that Preference of websites of people belonging to different level of education are same.

Testing hypothesis No: 7

H₀: There is no relationship between the consumer innovativeness and preference to online shopping.

Table No. 7.1: Showing relation between customer innovativeness and preference to online shopping

Correlations			
		Preference score	Innovative score
Preference score	Pearson Correlation	1	.343**
	Sig. (2-tailed)		.000
	N	120	120
Innovative score	Pearson Correlation	.343**	1
	Sig. (2-tailed)	.000	
	N	120	120

Source: Survey feedback

Interpretation: The p value is $.000 < 0.05$ which is significant. So the hypothesis that there is no relationship between customer innovativeness and preference to online shopping is rejected. There is a relationship between customer innovativeness and preference to online shopping. So there is a positive correlation.

Testing hypothesis No: 8

H₀: There is no relationship between preferred websites and motivation to buy online.

Table 8.1: Showing relationship between preferred websites and motivation to buy online

Correlations			
		Preference of websites	Motivation score
Preference of websites	Pearson Correlation	1	.062
	Sig. (2-tailed)		.499
	N	120	120
Motivation score	Pearson Correlation	.062	1
	Sig. (2-tailed)	.499	
	N	120	120

Source: Survey feedback

Interpretation: The p value is $.499 > 0.05$ which is not significant. So the hypothesis that there is no relationship between preferred website and motivation to buy online is accepted.

6. Conclusion and suggestions

From the study it is identified that there is a positive relationship between customer innovativeness and preference to online shopping. So the online purchasing platforms must

provide the best service to the customers. They must be able to login to the website or app without any issues in loading, the product description, images, prize, quality etc. must be upto the expectation of the customer. The online sellers must include genuine customer review, now a days people can easily recognize paid reviews. Product delivery must be on time. In case of damages the product must be replaced soon without procedural hurdles.

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