

Understanding the Behaviour of Online Consumers in Aizawl, Mizoram

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ARTICLE DETAILS

Article History

Published Online: 16 Sep 2019

Keywords

Online shopping, quality, online retailers

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ABSTRACT

This article focus on the behaviour of the consumers in today's perspective i.e., online shopping which has become a part of our life which we cannot keep aside. Data was collected from the entire city of Aizawl, selecting samples from buyers who have purchased through online in which non- probability convenience was used. It identifies the challenges for the retailers as well as the courier services to improve the experience of the consumers.

1. Introduction

Nowadays, when we hear the word 'Online Shopping' it becomes very familiar to everyone and we feel excited just by hearing the word as it has a deep impact in our lives. Especially in Aizawl, the capital of Mizoram during the past three years people preferred online shopping than going to the mall or market with the advancement of technology and transportation.

The innovation pattern of online shopping provides a wide range of merchandise to consumers and expands the market. Online consumers have increase tremendously within the past year especially during the most important festival of the year i.e. Christmas shopping in the markets has gone down drastically even when Christmas is approaching. More and more people are purchasing online. According to rough estimates, nearly 18,000 parcels were received here through online business during October which would be worth around Rs 87.47 lakh. Mushrooming online business has hurt many local business establishments.

Consumer Behaviour and Attitude

Consumer behaviour is defined as "behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their need". This simple definition of consumer behaviour tells marketers to revolve every activity around the ultimate consumer and gauge their behaviour by specifically focusing on:

- Who buys products or services?
- How do they buy products or services?
- How often do they buy them?
- When do they buy them? And
- How often do they use them?

These questions will help in understanding better what factors influence the decision making process of the consumers. The decision making process identifies the number of people who are involved in this process and ascribes a role to them- like the user, decider, influencer and buyer.

2. A Brief Profile of Aizawl and Online Marketing Trends

Mizoram (from mi 'people', zo 'hill', ram 'country', literally "land of the hill people" / Mizo people) is one of the Seven Sister States of the North Eastern India, sharing borders with the states of Tripura, Assam, Manipur and with the neighbouring countries of Bangladesh and Burma. Mizoram became the 23rd state of India on 20 February 1987 its capital is Aizawl.

Online shopping in Aizawl, Mizoram is fast becoming popular as there are-no waiting in lines or in traffic, you can shop from the convenience of your home, easier to do comparison shopping, discounts and you can shop at any time without restrictions. The city has a booming economy and that reflects well in the shopping style of the Mizoram people. Apart from the regular shops and snobbish malls, today online shopping in Mizoram grows in popularity as more people are turning to online shopping for all their needs.

Shopkeepers at the Millennium Centre a shopping mall in Aizawl which houses around 332 shops said that sales had gone down by at least 25 per cent compared to 2012 pre-Christmas shopping. Lalrinmawii, a shopkeeper, said her sale decreased to a large extent because of the increasing popularity of online shopping. She said that while she sold over Rs one lakh worth garments on December 24 in 2012, her sales on the same day in 2013 was less than Rs 50,000.

Vendor services have grown rapidly in Aizawl over the past years like Blue-dart, Myntra, Aramex, Fedex, Dtdc, etc through which online retailers like Jabong, Myntra, Snapdeal, Shopclues, eBay, Amazon etc are well connected with their customers. Though there has been a phenomenal growth over the past years, the vast potential of conducting business over the Internet remains largely untapped. So, an analysis of the attitude and behaviour of online consumer in Aizawl, Mizoram is required to move in pace along with the rest of the world.

3. Review of literature

Rogers (1995) concluded that Online shopping features can be either consumers' perceptions of functional and utilitarian dimensions, like "ease of use" and "usefulness" or

their perceptions of emotional and hedonic dimensions like “enjoyment” by including both utilitarian and hedonic dimensions, aspects from the information systems or technology literature, as well as the consumer behaviour literature are integrated in our framework.

Peter et al (2002) conclude attitude as a person’s overall evaluation of a concept and can range anywhere on the continuum from extremely negative to extremely positive. Generally, attitudes are developed from personal experiences and learning with reality, as well as from information, from friends, sales people and news media. They are also derived from both direct and indirect experiences in life. In short, consumers perceptions of the product and service would determine their readiness to accept and adopt the product and service or otherwise.

Zhang and von Dran. G. M. (2002) intrinsic motivation for Internet shopping is captured by the “enjoyment” construct in our framework. Intrinsic value or “enjoyment” derives from the appreciation of an experience for its own sake, apart from any other consequence that may result.

According to Shwu-Ing (2003), the group with more positive attitude towards online shopping should be the target market as attitude is believed to influence online purchase decisions directly. In particular, attitude serves as the bridge between consumers’ background characteristics and the consumption that satisfies their needs.

Demangeot and Broderick (2007) in a research entitled “Conceptualising consumer behaviour in online shopping environments”, seek to adopt a holistic approach to consider how consumers perceive online shopping environments. The conceptual model proposes that consumers perceive these environments in terms of their sense-making and exploratory potential and it considers the influence of these on user involvement with the website, shopping value and intention to revisit findings indicate that sense-making and exploratory potential are distinct constructs; exploratory potential mediates the relationship between sense-making potential and involvement. Furthermore, involvement is essential in producing shopping value and intention to revisit.

4. Objectives of the study

The objective of the study is to understand the behaviour of the consumer towards online shopping.

5. Research methodology

Data collection

In this research, data were collected from primary as well as secondary sources. A structured questionnaire was used for eliciting data from the respondents.

Analysis of data

Appropriate statistical tools are used through statistical packages and software like SPSS and MS Excel for analysing the data.

6. Results and discussions

Frequency of online shopping, products preference, main reason for online shopping, preference of online retailers, preference of courier service preferred are the important factors for understanding the behaviour of the consumer towards online shopping.

Table 1: Distribution of frequency of online shopping in the past year.

Frequency	Income	%
Atleast once in a week	Above 25000	15.4
Once in a month	5000-10000	21.9
Once in a year	Below 5000	17.7
Frequently	10000-25000	28.8
Availability of cash	10000-25000	16.2

Source: Field Survey

Interpretation:

From the above table, we came to know that 28.8 % of the respondents shop online frequently and their monthly income range between 10000-25000 which proves that they are familiar with online shopping and are browsing for the discounted product but with good quality. 21.9 % of the respondents shop online once in a month and their income range between 5000-10000 and 17.7% of the respondents shop once in a year in which their income is below 5000. 16.2 % of the respondents shop online depending on the availability of cash and their income range within 10000-25000. The least is 15.4 % in which the respondents shop online at least once in a week their income is above 25000.

Table 2: Products Preference.

Preference	Age	%
Books/Magazines/Stationery	18-20	17.5
Mobile/Computer/Camera/Accessories	21-30	21.6
Tickets(Airlines/Railways)	21-30	22.4
Clothings/Shoes/Bags/Accessories	21-30	20.8
Household Appliances	31-40	16.5

Source: Field Survey

Interpretation:

Among the products preferred, tickets for airlines and railways have the highest percentage i.e. 22.4 %, the age group between 21-30 preferred it as they were travelling to and fro for their studies as well as for work which is convenient for them. 21.6 % of the respondents preferred mobile/computer/camera/accessories etc and 20.8 % of the respondents preferred clothing/shoes/bags/accessories etc both of the preference falls within the age group of 21-30 as they find it compatible with their lifestyle. 17.5 % of the respondents preferred books/magazines/stationery their age group is within 18-20. The least product preferred by the consumers is a household appliance which is 16.5% and the age group range within 31-40

Table 3: Main reason for online shopping.

Main Reason	Job Description						%
	Business	Professional	Public Service	Private Service	Retired	Student	
Price	10	4	9	7	5	20	14.1
Quality	9	10	29	5	6	19	20.3
Convenience	16	16	36	11	9	12	25.7
Availability	11	14	12	9	11	37	24.2
Time saving	7	7	18	5	8	11	14.4

Source: Field Survey

Interpretation:

For the main reason of online shopping, convenience has the highest percentage which is 25.7% and the public service are the main respondents as it is convenient to shop from work and home as they are busy with their work schedule. The second reason for online shopping is availability which is 24.2% and the main respondents are student as they are products which is not available in the market and they are always eager to get what they want and the third reason for online shopping is quality which is 20.3 % and the main

respondents are also public service as they are quite satisfied with the quality of the product and are able to choose from different brand. The fourth reason for online shopping is time saving which is 14.4% and the main respondents are also public service as mentioned earlier convenience and time saving go along very well due to work schedule and the least is price which is 14.1% and the main respondents are students as price plays important role for them as most of them are frequent consumer.

Table 4: The online retailer which is preferred the most.

Retailer Preference	M	F	%
Jabong	12	21	8.5
Flipkart	32	15	12.1
Myntra	38	54	23.7
Snapdeal	40	65	27.0
Other	39	31	18.0
Equal	21	16	9.5

Source: Field Survey

Interpretation:

27% of the respondents opined Snapdeal as the most preferred among the online retailer as they have variety of products. 23.7% of the respondents chose Myntra as the most preferred online retailer. 18% of the respondents chose other

online retailer apart from the retailer given in the table. 9.5 % of the respondents gave the same preference to the entire retailer. 8.5% of the respondents chose Jabong which is the least.

Table 5: Courier service which is preferred the most.

Courier Preference	M	F	%
Bluedart	47	42	23.4
Myntra	55	36	23.7
Aramex	29	38	17.7
Fedex	33	25	15.2
Dtdc	24	17	10.8
Professional courier	6	13	5.1
Overnite express	3	6	2.6
Other	.296	.856	.3

Source: Field Survey

Interpretation:

Myntra has the highest percentage i.e., 23.7% for the courier preferred the most. Bluedart has the second highest

percentage which is 23.4%. Aramex 17.7%, Fedex 15.2%, Dtdc 10.8%. Professional courier 5.1%, Overnite express 2.6% and 3% for others.

Table 6: Online shopping gives better control on expenses.

Better control on expenses	Income				%
	Below 5000	Between 5000-10000	Between 10000-25000	Above 25000	
Strongly disagree	-	-	-	-	-
Disagree	4.9	5.2	5.7	6.9	5.9
Neutral	24.6	24.9	25.3	27	26.5
Agree	46.6	42.8	43.1	42	45.2
Strongly agree	26.7	25.1	20.1	9.1	21.1

Source: Field Survey

Interpretation:

From the above chart, majority of the respondents agree that online shopping gives better control over their expenses as they can compare price of the products they want to purchase

and they have options with the availability of different online retailers. They can buy product at a lesser price than traditional retail store.

Table 7: Online shopping is compatible with my lifestyle

Compatible with my lifestyle	Job Description						%
	Business	Professional	Public Service	Private Service	Retired	Student	
Strongly disagree	0.11	0.09	0.12	0.19	0.44	0.20	0.3
Disagree	2	3	3	4	8	4	6.4
Neutral	14.6	15.7	14.9	18.7	22.8	16.9	28.2
Agree	66.7	62.1	59.9	49.8	32.7	57.3	44.5
Strongly agree	17.7	16.9	16.1	4	7.9	16.5	20.6

Source: Field Survey

Interpretation:

From the given chart, 45.2 % of the respondents find online shopping compatible with their lifestyle as many of the respondents have to manage work and home which leaves them a limited time to buy their needs while on the other hand, online shopping provides a wide selection of products which is easy to access from mobile phones or computer from work or home which makes it compatible for anyone who are busy with their life.

7. Findings

From the above table, we came to know that 28.8 % of the respondents shop online frequently which proves that they are familiar with online shopping and are browsing for the discounted product but with good quality. 21.9 % of the respondents shop online once in a month and 17.7% of the respondents shop once in a year. 16.2 % of the respondents shop online depending on the availability of cash. The least is 15.4% in which the respondents shop online at least once in a week.

Among the products preferred, tickets for airlines and railways have the highest percentage i.e. 22.4 %, the age group between 21-30 preferred it as they were travelling to and fro for their studies as well as for work which is convenient for them, moreover different offers are available if purchase through their debit/credit card. 21.6 % of the respondents preferred mobile/ computer/ camera/ accessories etc and 20.8 % of the respondents preferred clothing/ shoes/ bags/ accessories etc both of the preference falls within the age group of 21-30 as they find it compatible with their lifestyle. 17.5 % of the respondents preferred

books/magazines/stationery their age group is within 18-20. The least product preferred by the consumers is a household appliance which is 16.5% and the age group range within 31-40.

For the main reason of online shopping, convenience has the highest percentage which is 25.7% and the public service are the main respondents as it is convenient to shop from work and home as they are busy with their work schedule. The second reason for online shopping is availability which is 24.2% and the main respondents are student as they are products which is not available in the market and they are always eager to get what they want and the third reason for online shopping is quality which is 20.3 % and the main respondents are also public service as they are quite satisfied with the quality of the product and are able to choose from different brand. The fourth reason for online shopping is time saving which is 14.4% and the main respondents are also public service as mentioned earlier convenience and time saving go along very well due to work schedule and the least is price which is 14.1% and the main respondents are students as price plays important role for them as most of them are frequent consumer.

The online retailer preferred the most by the online consumers is Snapdeal as they have variety of brands and products and their service is suitable with Aizawl because there are many products which cannot be shipped to Aizawl by many online retailers.

The courier preferred the most by the online consumers is Myntra because they have employees who work with professionalism and their service is appreciated by the

consumers as the end result is very important in e-retailing which is fulfilled by this e-vendor.

45.2 % of the respondents find online shopping compatible with their lifestyle as many of the respondents have to manage work and home which leaves them a limited time to buy their needs while on the other hand, online shopping provides a wide selection of products which is easy to access from mobile phones or computer from work or home which makes it compatible for anyone who are busy with their life.

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8. Conclusion

In this study, we analysed the behaviour of the consumers from the data collected and we came to know that the consumers are very particular about the products and services provided by the retailers and courier service. Moreover, when it comes to online shopping they are price sensitive and demands for quality, fast delivery and convenience.