

An Analytical Study of The Buying Behaviour of Costumers In E-Commerce Industry

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Abstract

In the today's marketing world, the most difficult task is perhaps to make analysis of the purchasing pattern of customers because of continuous changes in the manner of consumer shop. The customer nowadays had lot of options to make purchasing. Up to the last decade there was prominent role of offline purchasing in which a customer was visiting to the shops and making the purchases according to his needs after making a bargaining with a seller. This was perhaps the most preferred method in those days. However, with easy availability of Internet on each and every mobile and laptop it is quite easy for the customer to make purchasing online or to make E-Shopping. This has lead to generation of one of the most powerful industry on Internet which is called as E-Commerce Industry. Perhaps the easiness of doing shopping on Internet is the attractive feature of making E-Commerce shopping. By having a single click a customer can find out thousands of the option which was not earlier available to him when he was making a direct shopping. In the offline shopping the options are not very large and sometime it has been found that the customer's remains unsatisfied but that perhaps does not happen in case of E-Commerce. The size of the market has enhanced for each and every kind of the product including FMCG, electronics and even automotive. With the fastest improvement and development in the technology an easy availability of Internet the customer base at the platforms of E-Commerce is sharply increasing but nothing good comes without any disadvantages. This increasing E-Commerce industry has generated a level of perfect competition in the market and the competition between the sellers is at the national level. This makes their survival in the market tough and they cannot enjoy the monopoly which they were enjoying earlier in their local market. He has to be updated in advance in every of his effort including maintenance of a large number of products category, advancement of technology he is using for accepting the payment and delivering the goods. You also need to look after the quality concern this research is an effort to make an evaluation of impact of E-Commerce shopping the buying behaviour of customers by evaluating various components such as preference of consumer is age and others.

Keywords: Market, Customer, Shopping, Choice, Competition, Products, Behaviour, Reliability, Improvement.

INTRODUCTION

For the purpose of making analysis of effect of E-Commerce in the overall market as well as on the buying behaviour of the customers it is very much important to first make an analysis of choice of the consumer and those components which could impact the choice of customer and the elements which need to consider or keeps in his mind at the time of making the shopping. In context of India it is more important because it is a developing country and more people still prefer to make offline shopping because of the level of satisfaction they obtain from reliability of the product and that is the reason why a manufacturer need to first understand

those components which could have an impact on buying behaviour of customer in E Commerce Industry. This is important also in the context of E-Commerce because after having easiness and customised approach for making shopping in E-Commerce. The market in E-Commerce still has competition with face to face market and a lot of options or scope are still left where E-Commerce market can access or capture the offline market. Another factor which is need consideration is that offline chopping is not at all a new concept in India and it just reached in India one decade ago and this makes difficult for manufacturers to predict the behaviour of the consumer and how he will show his reaction towards offline market this is study will definitely help in analysing those components which could help manufacturers or retailers to have an understanding that what a consumer need from market and what they want from E Commerce market or offline market with this research background the researcher is putting his efforts in finding out those factors which are responsible for making an influence on the decisions of the consumer in making the purchases and also realising the risk involved in satisfaction of the consumer this study will going to be quite helpful for E Commerce industry to make a better understanding of buying behaviour of customers so that they can satisfy customers and have a good growth of E Commerce Industry.

REVIEW OF LITREATURE

Richa, David (2012) They evaluate in their study that the consumers always love the variety available but with the highest value of their savings of money and time undoubtedly most of the consumers has accepted the fact that price is the major criteria for taking the buying decision and they also consider or use their experience at the time. When they make shopping from E-Commerce platform there are various criticisms due to involvement of disadvantages such as the products are not touchable at the time of buying the goods but the same time there are options for payment such as payment through cards or payment on delivery which makes online shopping attractive.

Jayendra Sinha and Jean Kim (2012) They made study of E-Commerce for the purpose of making the in depth analysis of the growth of E-Commerce sector. We made an evaluation of various platforms of web where the buyers and sellers can meet with each other online for displaying and selling their products. The goods are shown on the website instead of showing the same on counter or on showcase. Most of the consumers of E-Commerce platform are young one and that is why they are capable to take their decision within the time and place specified they undoubtedly find this E commerce as cheaper for buying the goods instead of making cash payments.

AdritaGoswamiPallaviBarua and Sarat Borah (2013) In their study they made the review of various problems or difficulties they encountered in the facilities or easiness available on E Commerce shopping we also made a discussion about the buying behaviour of customers in the E Commerce sector. They have observed the legal system and do not have any kind of effect on buying behaviour of the customers and there is a gender based observed differences in the buying behaviour of customers on E Commerce.

PC Chandra and DK Sinha (2013) they have given their opinion on the privacy on the customers shopping and they always need an attention. With the extension of Internet over the period of last three decades has also created various threats such as the privacy of customers. It is also being observed from various historical or technical evaluation that the privacy is becoming domestic as well as international matter of regulation which need attention in approaches in challenging the different kinds of the issues. They have also made analysis of various theories of ethical nature which made reply to the privacy of customers and also provide different solutions on level of recommendations or corporate ethics.

Upasna Kanchan (2015) they have made a study of customer's behaviour within the sector of E-Commerce shopping in Tamil Nadu State. With the help of a present questionnaire they have taken the responses of various respondents for their expertise and experience in E-Commerce shopping sector. The result of their study has shown that they have found a very positive attitude towards the buying behaviour, the buying pattern

or the behaviour of the customers is less dependable upon the buyers such as their gender and their income, their education level, their qualifications and the families. These are the factor which plays a significant role in the buying decision but they are not very important to decide or to make their buying decision hence their role is not important.

Gopal and Jindolia (2016) their focus was on the fact that in the last few years there has been observed a huge level of the growth in different E-Commerce players. With expansion of the competition the requirement of new ideas or plans, better marketing skills is required as a different and out of box thinking. This undoubtedly leaves an impact on the buying decision of the customers. They also assess that there is a huge scope or potential for growing ecommerce business in India. Their estimates are that Indian ecommerce industry will be of \$100 billion by end of 2025 this is because users in India are growing very fast and will be around 200 million by end of 2025. Majority of them will be of including the middle class consumers.

OBJECTIVE OF STUDY

The rule of the research is very clear that there must be some value addition to the available literature on any particular subject matter in case there is no objective of the research. No purpose can be fulfilled by that research and all efforts made become useless. In the same way this research paper undoubtedly provides a kind of value addition to the existing literature on the buying behaviour of the customers in E-Commerce industry. The basic objective of undertaking this research is to explore or find out those factors which are quite crucial for making an understanding of buying behaviour of customers in the market with reference to the E-Commerce segment. This is undoubtedly very essential for success of any business the research makes a recommendations of the policies and the plans which are quite intending to make a help in expansion the customer base below are some of the selective Objectives of the research

- (a) Making an exploration of those factors which could leave an impact or can influence the buying behaviour of customers in East Commerce,
- (b) Making exploration of customer's preference for different goods and services in E-Commerce,
- (c) Making an exploration of preferences of consumer according to their choices and comfortability,
- (a) Making identification of problems encountered in ecommerce buying.

HYPOTHESIS FOR STUDY

Null Hypothesis (H₀) : There is no significant difference in the buying behaviour of the customers in E-Commerce and offline customers.

Null Hypothesis (H₀) : There is no significant difference in the buying decisions of the customers in E-Commerce and offline customers.

SCOPE OF THE STUDY

The above research has been undertaken with primary motive of making an analysis of buying behaviour of customers in online shopping. In the past two decades the buying conditions of the customers has changed in the market. Since the consumers are increasing in Internet the people are becoming more familiar in use of Internet with lot of comfortability. The study is undertaken for the purpose of making evaluation and analysis of the buying perceptions of customers in E-Commerce shopping. Though it will not be easy to make assessment of customer's behaviour exactly in E-Commerce as well as not a very large number of research has been undertaken on this subject topic. Hence this research work will be going to be a very helpful study for making understanding of the buying behaviour of the customers and evaluation of the factors which are crucial for analysing the same. In the study we will make analysis of intentions as well as the wishes of customers along with the expectations they have from E-Commerce Industry. The security concerns involved in E-Commerce is also important factor for quality as well as nature of product. The trusted suppliers in E-

Commerce and the payment confidentialities are some of the general issues which has also been undertaken in this research.

RESEARCH METHODOLOGY

Source of DATA

The study has been completed with the help of available literature, other research papers and studies conducted, consultation with various experts and with the help of a pre designed questionnaire which has been developed for the collection of primary data, the questioner has been filled from those customers who are visiting regularly to the shopping malls, retail market shops, the Google form and Internet has also been used for collecting responses of those customers who do not visit offline market. The second data has been collected from published magazines and journals.

Sampling Technique

For the above research convenient sampling method has been used as it is the most appropriate method in above study. The total data collected for the sample has been further subdivided into the small samples for making analysis of the data as a matter of comparison between online shopping and offline shopping so that analysis of buying behaviour can be made in a better way for our study we have taken a sample of 500 respondents.

Sampling Design

The study has been carried out mainly on the basis of questionnaire which has been used primarily for data collection. A close ended questionnaire has been used for our study as it is found to be more effective and efficient method of making comparative study like of this nature.

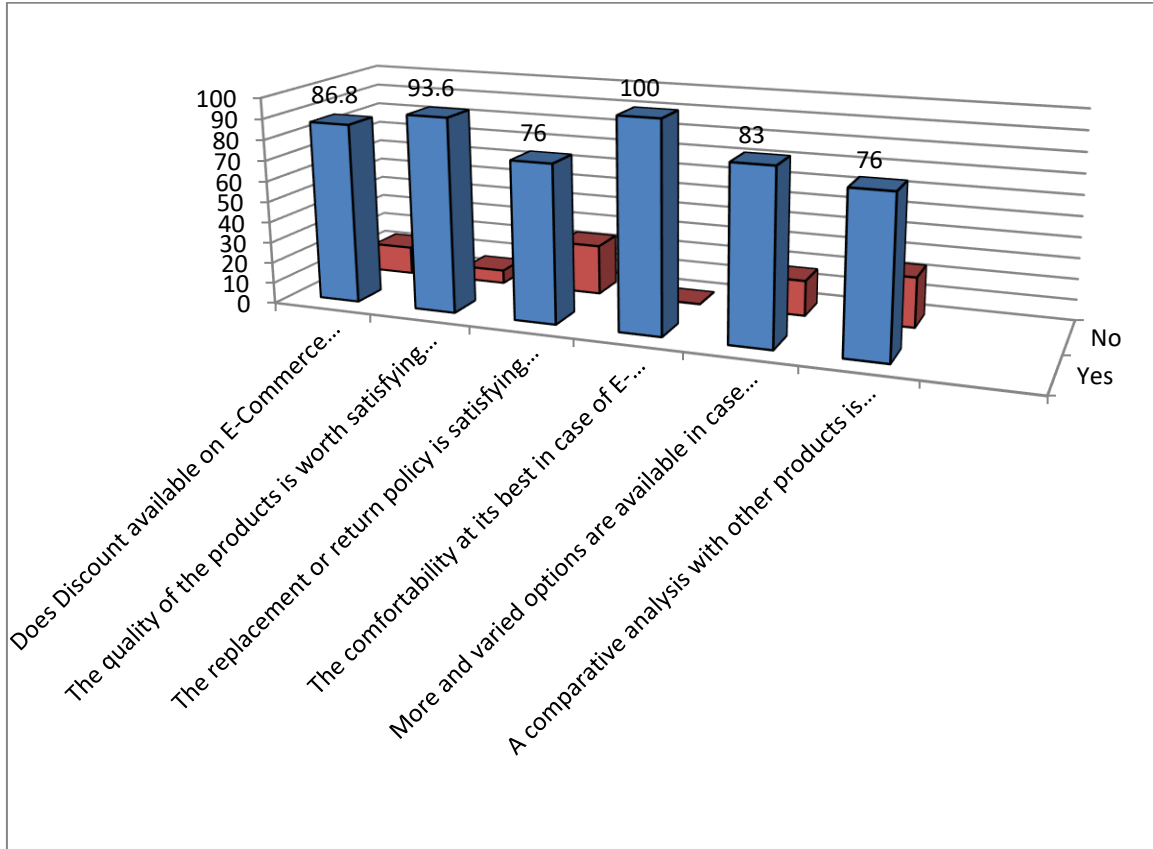
RESULTS AND ANALYSIS

Table No. 1
Parameters for analyzing the preference of the consumer in E-Commerce Shopping

S. No.	Question asked in Questionnaire	Yes		No		Total	
		F	%	F	%	F	%
1	Is discount is a key factor for you to make buying in E-Commerce?	430	86%	70	14%	500	100%
2	Are you satisfied with the quality of the product delivered?	465	93%	35	7%	500	100%
3	The policy of Replacement of product of E-Commerce Companies are satisfactory?	382	76.40%	118	23.60%	500	100%
4	Are you happy with the level of the comfortability in E-Commerce Shopping?	500	100%	0	0%	500	100%
5	Are you satisfied with the varied options available in the E-Commerce Shopping?	412	82.40%	88	17.60%	500	100%
6	Whether easiness of comparison with other products are available in E-Commerce?	376	75.20%	124	24.80%	500	100%

CHART 1

Parameters for analysing the preference of the consumer in E-Commerce Shopping



ANALYSIS OF THE RESPONSE

This can be observed from above data that almost all respondents are found to be very satisfied with E-Commerce shopping. They are comfortable in every aspect of buying enough as far as comfortability is concerned. The buyers are found to be very satisfied. This will definitely make a change in the buying behaviour of the customers and a drastic shift from offline shopping to online shopping. The majority of the customers has found satisfied as far as the quality of the product is concerned along with the availability of discounted price the comfort of availability of products and easy return policy is quite sufficient for satisfying to observe a change in the buying behaviour of the customer from offline to online shopping. However comparative analysis is a area where perhaps E-Commerce websites need improvement in their services so that more customers can be attracted towards E Commerce.

Table 2 One Way ANOVA (E-Commerce Shopping Vs Buying Decision)

Construct	Source of variance	Sum of Squares	df	Mean Square	F	Sig.
Buying Decision	Between Groups	142.015	82	6.746	22.175	.000
	Within Groups	210.125	718	0.396		
	Total	352.140	800			

Source: primary data

As per the results obtained from above one-way ANOVA in above table shows that there has been observed a very significant impact of the E-Commerce websites on the buying decision of the consumers ($F = 22.175$ and $P = 0.000 < 0.05$) at 5 percent level of significance.

CONCLUSION AND RECOMMENDATIONS

Shopping in E-Commerce undoubtedly gives an experience different from the offline shopping and it is more eco-friendly and undoubtedly one of the interesting ways of doing the shopping. It makes available a lot of possibilities and Opportunities which makes online shopping attractive. The discounts rewards as well as the other benefits make it more attractive. Various cash backs and rebates are also available. The value which we get from the products we purchased online is also matching to the amount spent by the customer. However the product may not be the same as we see in offline shopping. The shelf space is again one of the problems in offline shopping which is not at all a case in E-Commerce. The reviews posted by the other customers in online shopping are of a great help for the new buyers of the same product and which helps them to develop their decision. This is somewhere suggesting that the buying behaviour of the customers is undoubtedly improving in E-Commerce as compared to the offline shopping and the changes is of a great importance in customers attitude towards E-shopping. There are various improvements which if have been adopted will be of immense helpful for improvement in the number of customers in E-Commerce. In the opinion of researcher below suggestions and recommendations will be definitely of a great help for E Commerce companies to improve their customer base

1. The company shall adopt data privacy policy as far as the personal information of the customer is concerned such as their address their bank details, their debit card details or credit card details.
2. Proper mechanism of the security shall also be adopted for securing payments as made by the customers so that possibility of fraud in stealing the money of the customer from their bank accounts after shopping is almost become zero.
3. A lot of efforts shall be put in making the online shopping easy so that even those people who are not well aware about Internet will also be comfortable in making E Commerce shopping.
4. Better images of the products and videos with definite nature of classification in the reviews of the customer shall also be included in the product so that purchase decision can become easy.
5. Better customer care facilities in fast redress of customer grievances shall also be provided this will be helpful if a 24 by 7 customer care option is given.

SCOPE FOR FUTURE RESEARCH

Various areas still exist which are not covered by our research and hence which need further study by future researchers these broadly includes following areas:

1. The sample size should be increased so that the possibility of sampling error can be reduced to the minimum,
2. The research topic may also be taken to cover wider area of E commerce shopping,
3. While conducting the study the researcher has faced a lot of the problems such as non-availability of Indian literature, hence in the future when the researchers will take study on this topic the various published research papers and articles shall also be considered.

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