



Study regarding factors affecting online shopping decisions in Rohtak city

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Abstract

In the past few years, online market places have become very popular among vendors, marketers and shoppers to sell, advertise and buy the products. The increase in technology provides good opportunities to the seller to reach the customer in much faster and economic way. Numerous advantages and benefits of Online Shopping influencing more and more people to switch to online shopping from traditional shopping. Customers can avoid long queues in parking lot and in shopping mall during sale and festival seasons and can save this time and fuel for some other productive works. The purpose of this study is to look at the factors driving online shopping and to develop an understanding of the factors influencing the online shopping by the consumers. This is done by exploring the factors that encourage consumers to shop online through analysis of such advantages as convenience, website quality, mode of payment and a wider choice. Respondents of the 18-25 year age group more often choose shopping online for such reasons as lack of time and a wide range of products. The most beneficial factor of shopping online was identified as it is convenient and wider choices are available to customers to make the decisions.

Keywords: online shopping, internet, traditional shopping, online shopping factors

Introduction

Opportunities to the seller to reach the customer in much faster and economic way. Online shopping is emerging very fast in recent years. Now a day the internet holds the attention of retail market. Millions and millions of people shop online. On the other hand the purchasing of product from traditional market is continuing since years. Many customers go for purchasing offline so as to examine the product and hold the possession of the product just after the payment for the product. In this contemporary world customer's loyalty depends upon the consistent ability to deliver quality, value and satisfaction. Some go for offline shopping, some for online and many go for both kind of shopping. The focus of the study is on the consumer's choice to shop on internet and at the traditional stores at the information gaining period. However online shopping is easier for the people and less price than the offline shopping. While making a purchase decision consumer should know the medium to purchase whether online shopping or the offline shopping. Consumer should decide the channel for them which can best suit to their need and wants which can satisfy them. In this competitive world how consumer can decide the particular medium for their purchase of goods is very important to understand in a managerial point of view. online shopping is when the consumer need some product or service they go through the internet and browser or search the things you need and their information but rather than searching effectively, many times potential consumers are attracted by the information about the product they want and they see the best one which suits him/her then they purchase the product and finally the transaction takes place and post sales service provide by online sites. Online shopping attitude and behavior are related to consumer. Previous studied have focused on why the

Products of online shopping are different from other products. Many studies have focused that high products that the consumer feels when they need to touch, smell or try the product. It requires the offline shopping at the purchasing stage because it cannot be done in the online shopping, even with the increase in online shopping is more likely to impose the pressure on offline shopping or traditional shopping. The research is very limited in this area or field. Online or e-shopping is a kind of electronic shopping which allow the consumer to purchase the goods over the internet directly from the seller using a web browser. There are some alternative names of online shopping and these are e-web stores, e-shop, e-stores etc. Mobile commerce or m commerce is described as purchasing from the online retailer by the mobile optimized online sites (app).

Factors affecting online shopping

Risk: when the customer buy products from online shopping they do not touch or feel the products in physical sense. We understand a lot of risk is involved while buying an online product and also there may arise a risk of product size and color.

Convenience: Online shopping is more convenient than offline shopping instead of visiting the shop you can just sit at your home and do shopping. It is convenient to sit at one place and shop the product of your choice without moving from place to place. Online shopping gives the opportunity to shop any time at any place.

Availability of Wider Choice: Customer can get the different brands and products of different sellers at one place. There is no geographical limit. One can buy any product from any

corner of the world. Thus the Customers have wider choices to shop as compared to offline shopping without going anywhere.

Website Quality: Quality of shopping sites affects the decision to buy online. They can compare prices, brands, read customer reviews, and often purchase products for prices below retail.

Online trust: It depends on the customer perception whether they trust a particular site and its product and services. People are different in nature and thoughts regarding the online shopping.

Income: The person whose income is more, do more online shopping as compared to the person whose income is less. Income plays a major role to purchase online products. Higher income people prefers to purchase online more than offline as it gives them reliability and convenient. Higher the income higher wills the purchasing of online product and vise-versa.

Delivery time: The product ordered by the customer in online shopping takes a minimum of six to seven days to deliver the product to the customer. But in offline shopping the possession of the goods is immediately transferred to the buyer. So this is a major factor which affects the online shopping.

Review of literature: The extensive literature review has been conducted to gain deeper understanding of research about online and offline customer and their experience. The review clarifies and simplifies the dominant dimension consumer consider when they make any online purchase decision. Following this, the major theoretical gap related to understanding what and why consumers do, and do not purchase using the Internet is explored with respect to the theories of retail change and consumer behaviour theory with particular reference to the buying decision process. More specifically, the study examined the interrelationships among quality, value, satisfaction, and loyalty when consumers choose to shop online.

There are various studies related to this research are as follows:

- Chaing and Roy (2003) focused on the consumer choice to shop on the internet and at the physical stores during the information acquisition period. A convenience sample of 34 students enrolled in undergraduate marketing class to select the product for testing, 56 products were developed based on the popularity of online shopping. The result shows that the consumer perceives shopping offline as inconvenient, online shopping intention was expected to be greater for search products than experience product.
- Jin and Kato (2004) attempted from that eBay market watch 88% of online graded cards are graded 8 or above. According to Beckett price guide, the value of a card grade 8 often doubles the value of card graded 7. This is collective to the experiment outcomes. It was clear that most graded cards traded online are significantly superior

in quality than ungraded cards in both retail and online market.

- Chaing and Dholakia (2014) carried out a study in which they examined the purpose the customer to purchase goods online during their shopping. Mainly there are three variable in their study those affects the consumer to purchase online or to go offline. Those are the accessibility features of the shopping sites, the type of the products and their characteristic, and the actual price of the product. The study revealed that the accessibility and the convenience of the shopping sites create the intention in the customer to purchase or not. When there are difficulty faced by a consumer to purchase online then the customer switch to the offline shopping for the purchase behaviour and the consumer face difficulty in offline purchasing then they go to the online purchasing. After relating both the medium of shopping the consumer said that the online shopping is more convenient for them and gives more satisfaction which inspires the consumer to purchase online in the internet.
- Selvakumar (2014) concentrated on consumer's perception of the product sold online and the issues considered important to online shopping. This study was conducted among the online shoppers at Coimbatore which is in Tamil Nadu state. It is to analyze the impact of consumer opinion and the attitude. Questionnaire was made to collect the data from the population; these questionnaires were given to college going students. The total sample size is 150 respondents. The finding of this study shows that improvement and accessibility influence the customer's intention to shop online.

Research Methodology

1. Significance of the study: The consumer in today's era have not only many stores choice, but they also have a wide variety of channels to choose from. Recent studies investigated why consumer shop through stores, catalogs or the internet. The study contributes to the current marketing literature by comparing the offline and online channel side by side. This study also contributes hypothetically and practically to a better understanding of consumer behaviour, particularly the online buying decision process. The study will give the idea about which shopping will be best for the consumer point of view. Which option would be preferred by the consumer to shop whether online or offline. This study gives the clear idea about the internet shopping. The research stream identified explores the importance of the consumer's situation as an important driver of online retail sales. Within this second research stream the consumer's situation is taken to include access issues, demographic issue, product availability, technological familiarity, experience, trust, and brand and customer service.

2. Objectives of the study: To examine the factors influencing the decision of consumer to do online shopping.

3. Design of the study: The present study employs descriptive research design. This design is for summarizing the set of factors and variables. The survey method is followed in the

study and a study and a set of questionnaires are used to collect primary data.

4. Area of the study: The area of the study is restricted to Rohtak city only.

5. Sample size: For this research 50 sample size is taken.

6. Limitations of the study

- The sample of the study was very small due to limitation of time which affects the result of the study.
- The shortage of time limits the scope of study.

7. Collection of data

- **Primary data:** Primary data includes observation method, interview/questionnaire method and case study method.
 - **Secondary data:** Secondary data which is already collected and organized can be taken
- For better results and to supplement primary data it is achieved through-
- ✓ Books
 - ✓ Internet
 - ✓ Magazines
 - ✓ Journals

Data analysis and interpretation

The focus of this analysis is to expect the determining factors which influences that what and why consumer purchase online and offline and why they switch from one way to another. the data gathered during the depth interviews were used to identify common questions concerning consumer behaviour as it relates to the pure online and offline buying process and as well as channel switching from one trade channel to another during the buying choice process.

This chapter mainly describes the qualitative practice to be used to provide data to examine the issues acknowledged and extend the understanding of consumer value creation in the framework of what and why consumers purchase online. Tentative and descriptive research can provide the multiple outlooks necessary to obtain multiple approvals of online, offline and channel switching behaviour during the buying decision process. This typically involves sampling the population, surveying them and using inferential statistics to analyse the responses.

Table 1: Gender of the respondent with the help of pie chart

Sr.no.	Gender	Responses	Percentage
1	Female	35	70%
2	Male	15	30%
Total		50	100%

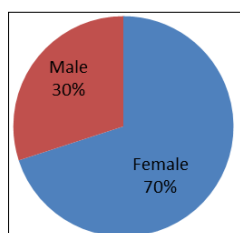


Fig 1: Gender of the respondent

50 respondents are taken into consideration for the study. This graph shows that the 30% male and 70% female go for the shopping. This means that females are more interested in shopping.

Table 2: Age wise distribution

Sr.no	Age	Response	Percentage
1	Up to 18	10	20%
2	18-25	25	50%
3	25-35	10	20%
4	35 above	5	10%
Total		50	100%

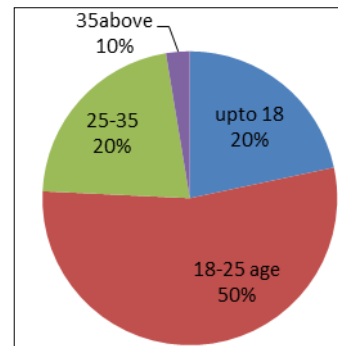


Fig 2: Age wise distribution

The above graphical presentation that people whose age are 18-25 are doing more shopping and the peoples whose age is more than 35 are doing less shopping.

Table 3: Qualification wise distribution

Sr. No.	Qualification of the respondent	Response	Percentage
1	UG	20	40%
2	PG	8	16%
3	Professional	7	14%
4	Others	15	30%
Total		50	100%

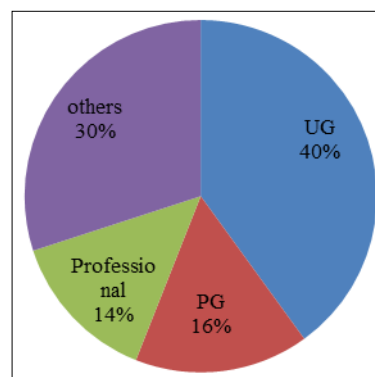


Fig 3: Qualification wise distribution

This representation shows that UG people are more interested in shopping and the professional peoples are less interested in shopping in comparison to the post graduates and other peoples.

Table 4: Preference of the different online shopping sites

Sr.no.	Online shopping sites	No. of response	Percentage
1	Flipkart	15	30%
2	Snapdeal	10	20%
3	Amazon	14	28%
4	Myntra	7	14%
5	Others	4	8%
Total		50	100%

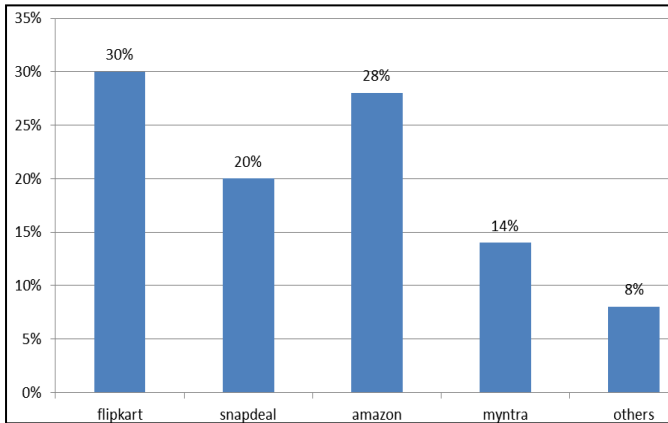


Fig 4: Preference for different online shopping sites

The most preferred website for online shopping is Flipkart and Amazon and Myntra is used by less peoples because it does not provide electronic items and the people are less interested in buying the products from other sites.

Table 5: Websites provide sufficient information about products

Sr.no.	Website provide sufficient information about products	Response	Percentage
1	Yes	43	86%
2	No	7	14%
Total		50%	100%

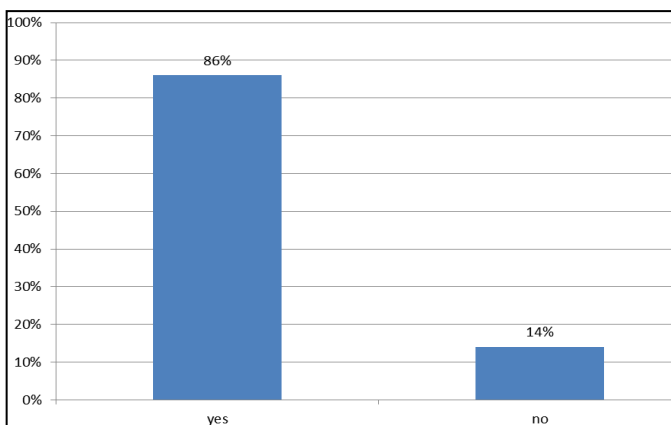


Fig 5: Is website provide sufficient information about products

Most of the time site provide every valuable information and sometimes it is avoided but in 14% cases the site does not provide the sufficient information but most of the time a website provide the sufficient information.

Table 6: Goods mostly purchased in online shopping

Sr. no.	Goods	No. of response	Percentage
1	Clothing	34	68%
2	Electronic items	10	20%
3	Books	4	8%
4	others	2	4%
Total		50	100%

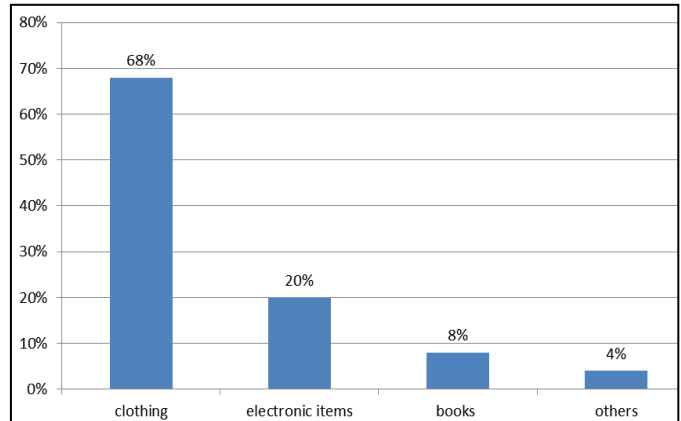


Fig 6: Goods mostly purchased in online shopping

Mostly the consumers purchase the clothes in online shopping and give less preference to other products like electronic items, books etc.

Table 7: Frequency of the product purchased from online shopping sites by respondent

Sr. no	Frequency for shopping	No. of response	Percentage
1	Once in a week	6	12%
2	Once in a month	21	42%
3	Once in a 2-3 month	19	38%
4	Once in a year	4	8%
Total		50	100%

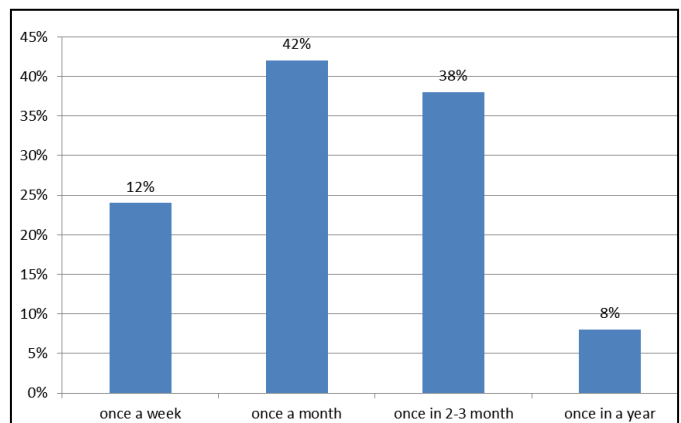


Fig 7: Frequency of the product purchased from online shopping

It is seen that nearly 42% of the regular population do buy the product in every 2-3 months at regular interval and 38% of the population do online shopping every month which is because of the availability of income and technology to do shopping.

Table 8: Types of advertisement mostly attracts to purchase online

Sr.no	Type of advertisement	No. of response	Percentage
1	Discount ads	27	54%
2	Sale ads	9	18%
3	Festive ads	11	22%
4	Others	3	6%
Total		50	100%

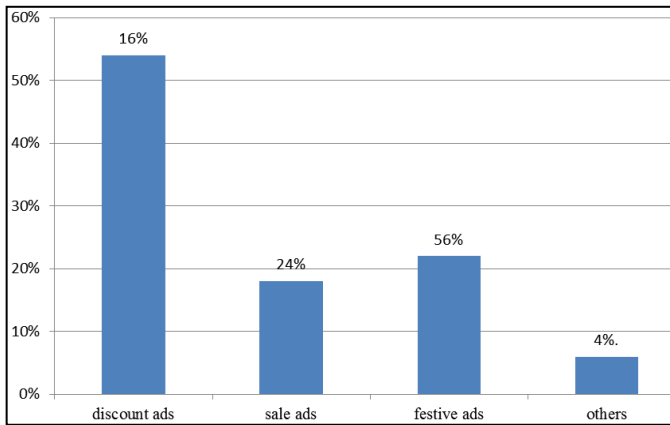


Fig 8: Type of advertisement affect the online shopping

Discount ads are attracting the more customers to purchase online but sale ads and festive ads are not so effective in attracting the customers to purchase online.

Table 9: Preference of the payment process according to the age of respondent

Age	Cash on delivery	%	Net banking	%	Debit card	%	Others	%
Up to 18	1	2%	3	6%	4	8%	3	6%
18-25	3	6%	5	10%	7	14%	3	6%
25-35	6	12%	5	10%	2	4%	1	2%
35 and above	4	8%	1	2%	1	2%	1	2%

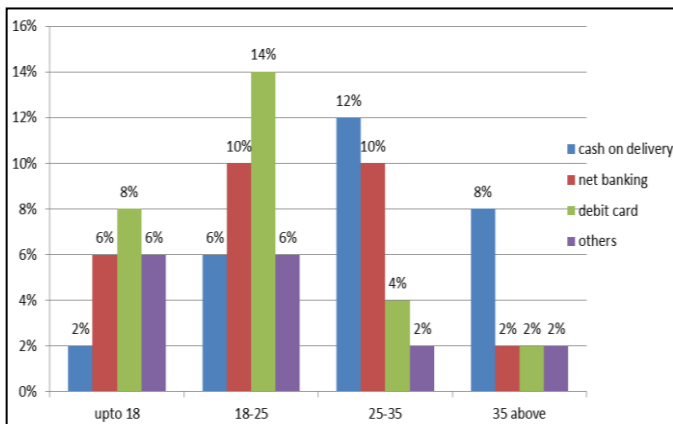


Fig 9

Mostly people who are in the age category of up to 18 make payment in the cash at the time of delivery but 28 % of customers whose age are 18-25 make payment by using the credit card.

Table 10: Selection of goods on internet is very broad as compare to the traditional market?

Sr. no.	Response	No. of responses	Percentage
1	Yes	31	62%
2	No	4	8%
3	sometime	15	30%

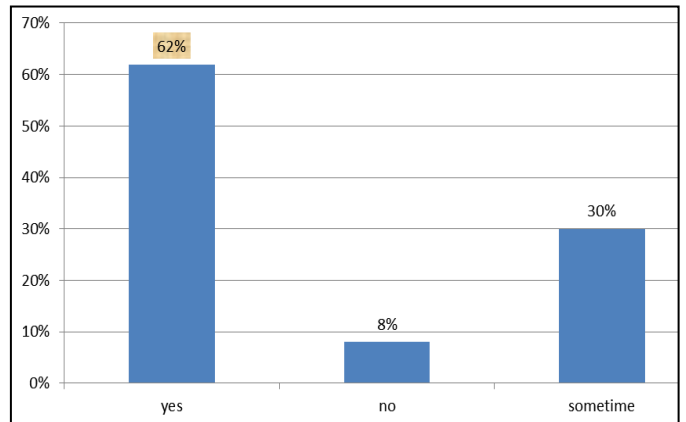


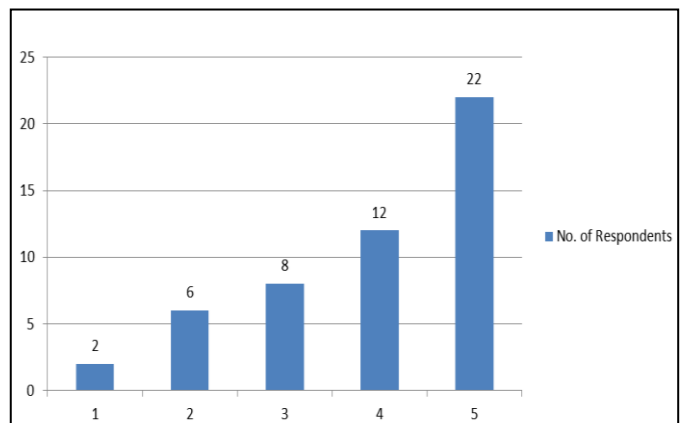
Fig 10: Is selection of goods on internet isvery broad as compare to the traditional market

The graphical presentation shows that the 62% of the customer believe that in online shopping you will get more variety of goods as compared to traditional shopping.

Table 11: Ranking of Determinants as regards to online shopping decision (where 1 is least important and 5 is most important) Convenience

Rating	1	2	3	4	5
No. of Respondents	2	6	8	12	22

Source: Researcher’s Manual Calculation
 Weighted Average Score = $(2*1+6*2+8*3+12*4+22*5)/50=198/50=3.92$ Convenience



Source: Table 11

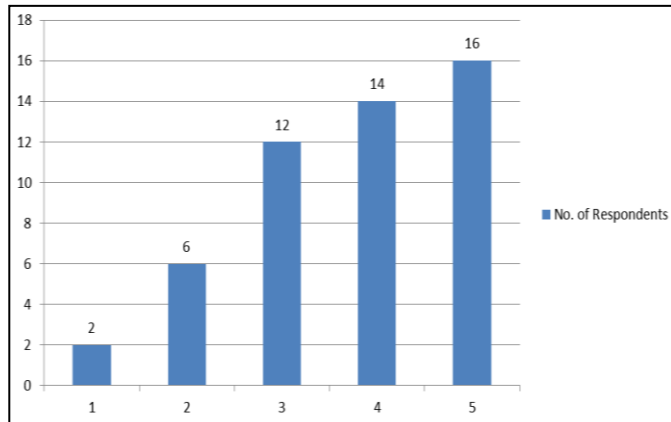
Fig 11: No. of Respondents

The above table makes it clear that out of 50 respondents, 22 respondents have rated the factor ‘Convenience’ as the most important factor, while only 2 respondents have rated it as the least important factor.

Table 12: Availability of Wider Choice

Rating	1	2	3	4	5
No. of Respondents	2	6	12	14	16

Source: Researcher’s Manual Calculation
 Weighted Average Score = $(2*1+6*2+12*3+14*4+16*5)/50$
 =186/50=3.72



Source: Table 12

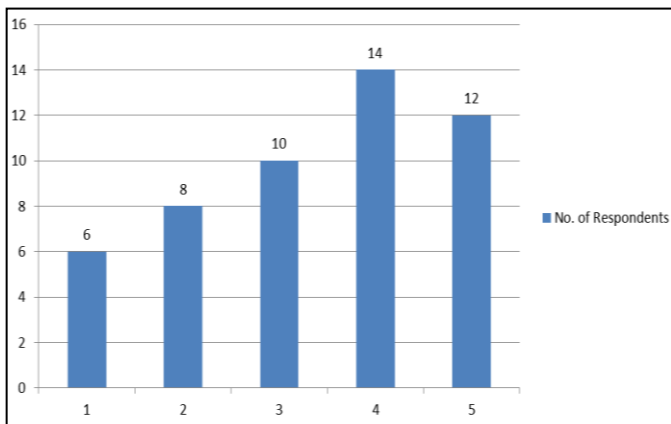
Fig 12: Availability of Wider Choice

The above table makes it clear that out of 50 respondents, 16 respondents have rated the factor ‘Availability of Wider Choice’ as the most important factor, while only 2 respondents have rated it as the least important factor.

Table 13: Website Quality

Rating	1	2	3	4	5
No. of Respondents	6	8	10	14	12

Source: Researcher’s Manual Calculation
 Weighted Average Score = $(6*1+8*2+10*3+14*4+12*5)/50$
 =168/50=3.36



Source: Table 13

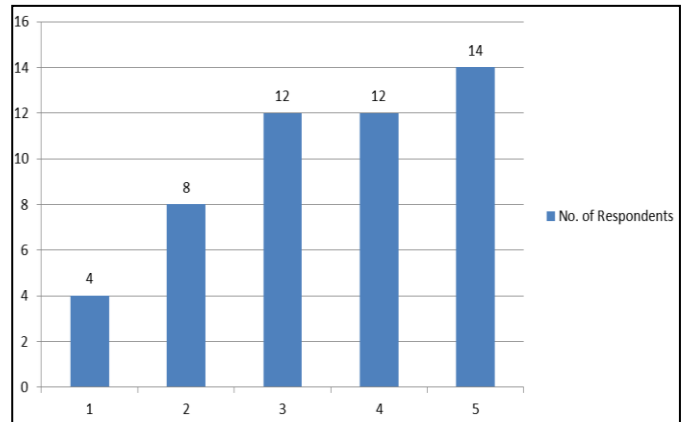
Fig 13: Website Quality

The above table makes it clear that out of 50 respondents, 12 respondents have rated the factor ‘Availability of Wider Choice’ as the most important factor, while only 6 respondents have rated it as the least important factor.

Table 14: Mode of Payment

Rating	1	2	3	4	5
No. of Respondents	4	8	12	12	14

Source: Researcher’s Manual Calculation
 Weighted Average Score = $(4*1+8*2+12*3+12*4+14*5)/50$
 =174/50=3.48



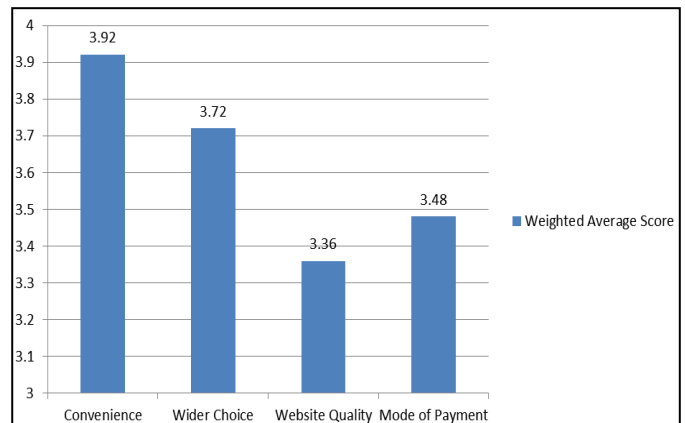
Source: Table 14

Fig 14: Mode of Payment

The above table makes it clear that out of 50 respondents, 14 respondents have rated the factor ‘Availability of Wider Choice’ as the most important factor, while only 4 respondents have rated it as the least important factor.

Table 15: Factors affecting the decisions regarding Online Shopping (with Weighted Average Scores)

Sr. No.	Factors	Weighted Average Score
1	Convenience	3.92
2	Wider Choice	3.72
3	Website Quality	3.36
4	Mode of Payment	3.48



Source: Table no. 15

Fig 16: Factors affecting the decisions regarding Online Shopping (with Weighted Average Scores)

Table 17: Factors affecting the decisions regarding Online Shopping with Ranks

Sr. No.	Factors	Weighted Average Score
1	Convenience	I
2	Wider Choice	II
3	Website Quality	IV
4	Mode of Payment	III

Source: Researcher's Manual Calculation

Conclusion

This study reveals that the male are less doing the online shopping than female. The female are more into online shopping because they enjoy doing shopping whether it is traditional shopping or e-shopping. The young generation is more often purchasing from online sites because of the revolution in the technology among the youth population and they are able to use this technology for their well-being more than other age group category. Flipkart is the shopping site which is more preferable by the youngster. There are increasing demand of online shopping because the variety of options for the consumers to choose and that to at a reasonable price and sometime even less price than the market.

This study discloses that the customer's decision of online shopping is get affected by numerous factors. Customers get influenced by so many factors while taking decision of online shopping. Customers find it convenient to do online shopping as there is no need to go to store and moreover variety of goods are available at one place itself. So online shopping saves time and even money; since so many offers are available on sites. They can return it back after trying within a time period and get the refund too. They can opt for any mode of payment like Cash on Delivery, Payment through Plastic Money or even can pay through EMI.

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