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ISSN (Online): 2455-7838

SJIF Impact Factor : 6.093

EPRA International Journal of

# Research & Development (IJRD)

Monthly Peer Reviewed & Indexed  
International Online Journal

Volume: 4, Issue:1, January 2019



Published By  
EPRA Publishing

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# **A STUDY ON THE FACTORS INFLUENCING SMALL TOWN CONSUMERS TOWARDS ONLINE SHOPPING WITH SPECIAL REFERENCES TO ANANTAPUR DISTRICT**

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## **ABSTRACT**

*Consumer behaviour is said to be an applied discipline as some decisions of consumers are significantly affected by their behaviour or expected actions. The online purchasing behaviour of online shoppers and factor influencing online shopping behaviour are main perspectives today's business. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon online business has become new business model.*

*The developing utilization of Internet in India gives a creating prospect to web based shopping. If E-marketers know the factors affecting online Indian behaviour, that too in smaller town consumers, then they can further develop their marketing strategies to convert potential customers into active ones, while retaining existing online customers.*

*This work is a part of research study, and focuses on different issues of consumer behaviour in small towns of Anantapur District. It mainly focus on factors affecting the way consumer is selecting, securing, and using the product or service through online to satisfy his/ her needs.*

**KEY WORDS:** *Consumer Behaviour, Online Shopping, E-marketers*

## **INTRODUCTION**

Consumer behaviour is said to be an applied discipline as some decisions of consumers are significantly affected by their behaviour or expected actions. The online purchasing behaviour of online shoppers and factor influencing online shopping behaviour are main perspectives today's business. Internet is changing the way consumers shop and buy goods and services, and has rapidly evolved into a global phenomenon online business has become new business model.

The developing utilization of Internet in India gives a creating prospect to web based shopping. On

the off chance that E-advertisers realize the components influencing on the web Indian conduct, that too in littler town buyers, at that point they can additionally build up their promoting techniques to change over potential clients into dynamic ones, while holding existing on the web clients.

This work is a part of research study, and focuses on different issues of consumer behaviour in small towns of Anantapur District. It mainly focus on factors affecting the way consumer is selecting, securing, and using the product or service through online to satisfy his/ her needs.

## CONSUMER PERCEPTION

Perception (from the Latin perceptio, percipio) is the way toward accomplishing mindfulness or comprehension of nature by arranging and deciphering tactile data. All recognition includes motions in the sensory system, which thus result from physical incitement of the sense organs. Perception isn't the uninvolved receipt of these signs, yet can be formed by learning, memory and desire. Perception relies upon complex elements of the sensory system, however abstractly appears to be for the most part easy in light of the fact that this handling occurs outside cognizant mindfulness.

An individual behaviour is often connected to his to her perceptions and may not be based on the 'actual' or reality. For a marketer also, understanding of the consumer behaviour is very important. The behaviour of the consumer at the market place depends on what he 'thinks as a reality' or on his perception and knowledge about the world around him. This perception may be based on sensations from the outside world which in turn may be influenced by past experience or learning, expectations, fantasies beliefs, values, personality etc.

## CONSUMER SATISFACTION

In a competitive market place, consumer satisfaction is a key differentiator and therefore has increasingly become a key element of business strategy. Inside associations, purchaser fulfillment evaluations can have amazing impacts. Furthermore, when a brand has loyal customers, it gains positive word-of-mouth marketing, which is both free and highly effective. Therefore, it is essential for business to effectively manage consumer satisfaction. To do this, organizations require dependable and delegate proportions of fulfilment.

Consumer satisfaction is a measurement or indicator of the degree to which consumers or users of an organization's products or services are pleased with those products or services. In short, consumer satisfaction is the level of satisfaction provided by the goods or services of a company to a customer as measured by the number of repeated consumers.

## SERVICE QUALITY

The intangibility of many services means that it can be very difficult for service quality to be measured and assessed. Indivisibility of the administration itself from the specialist organization features the job of individuals in the administration exchange, and their effect on quality dimensions. The heterogeneous nature of service means that a service is never exactly repeated and will always be variable to some extent. The perishable nature of services can lead to customer dissatisfaction if demand cannot be met.

## REVIEW OF LITERATURE

### Online Shopping and Consumer Behavior

With the rise of the Internet, Internet-based electronic trade created and this condition, give

people to achieve data about items and administrations effectively. In addition, business associations have moved to fuse the World Wide Web into their limited time crusades, and by offering the office of web based obtaining and like numerous different advancements 'web based shopping' has turned into a piece of our lives.

1. **Solomon (1998)** examined the Consumer conduct and said that it is the investigation of the procedures included when an individual chooses, buys, uses or discards items, administrations, thoughts, or encounters to fulfil needs and wants. In view for the Internet to spread out as a retail channel, it is basic to understand the purchaser's outlook, aim and direct in light of the web based purchasing practice.

2. **Lepkowska-White, and Rao (1999)** Referred seller qualities, security of exchanges, content for protection and client attributes as components affecting electronic trade.

3. **Donthu and Garcia (1999)** suggested that hazard avoidance, imaginativeness, mark cognizance, value awareness, significance of accommodation, assortment looking for penchant, indiscretion, state of mind toward adverting, disposition toward shopping, and mentality toward direct promoting would impact internet shopping conduct.

4. **Schiffman, Scherman, and Long(2003)** in his investigation inquired about that "yet singular mentalities don't, without anyone else's input, impact one's aim or potentially conduct. Rather that expectation or conduct is a consequence of an assortment of demeanors that the purchaser has about an assortment of issues pertinent to the current circumstance, for this situation web based purchasing.

5. **Sultan and Henrichs (2000)** in his examination inferred that the shopper's ability to and inclination for receiving the Internet as his or her shopping medium was additionally decidedly identified with wage, family size, and imaginativeness.

## METHODOLOGY

This research is based upon both primary and secondary data. The primary data is collected through a questionnaire designed exclusively for the study. Secondary data is taken from research papers, Journals, magazines and websites.

In order to study the topic, the data and information will be collected from primary and secondary sources. The primary data will be collected from 100 shoppers selected on a convenient sampling basis.

## PROPOSED SAMPLE SIZE

The number of sample units selected from the complete populace is called sample size. Sample size selected for this study is 100.

## OBJECTIVES OF THE STUDY

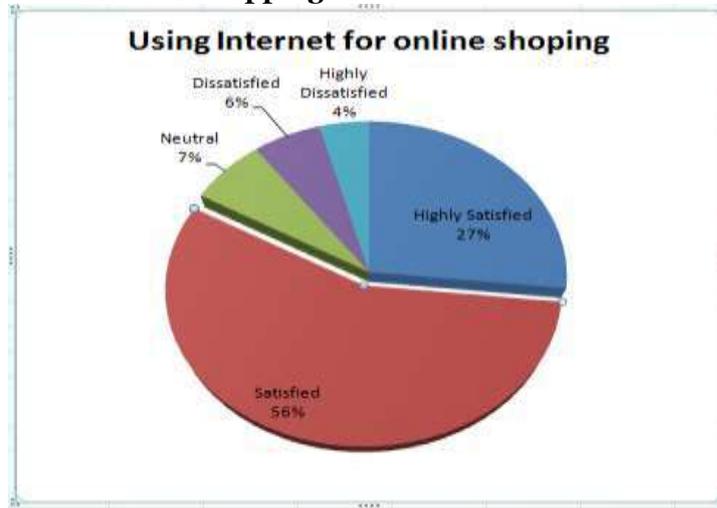
1. To examine the growth and development of online stores in India.

- 2. To study the perception and attitude of the small towns consumer towards online shopping.
- 3. To examine the impact of socio-economic and demographic factors on the small towns consumer behaviour towards online shopping.
- 4. To identify the factors influencing online shopping.

### DATA ANALYSIS AND INTERPRETATION

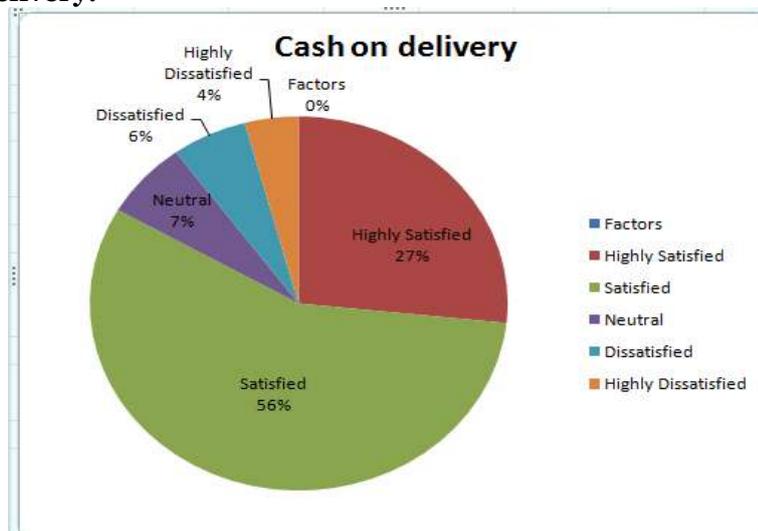
Researcher analyse the data using simple percentage method.

#### 1. Using Internet for Online Shopping



**Interpretation:** As per the above pie diagram showing that, most number of respondents are satisfied with internet shopping.

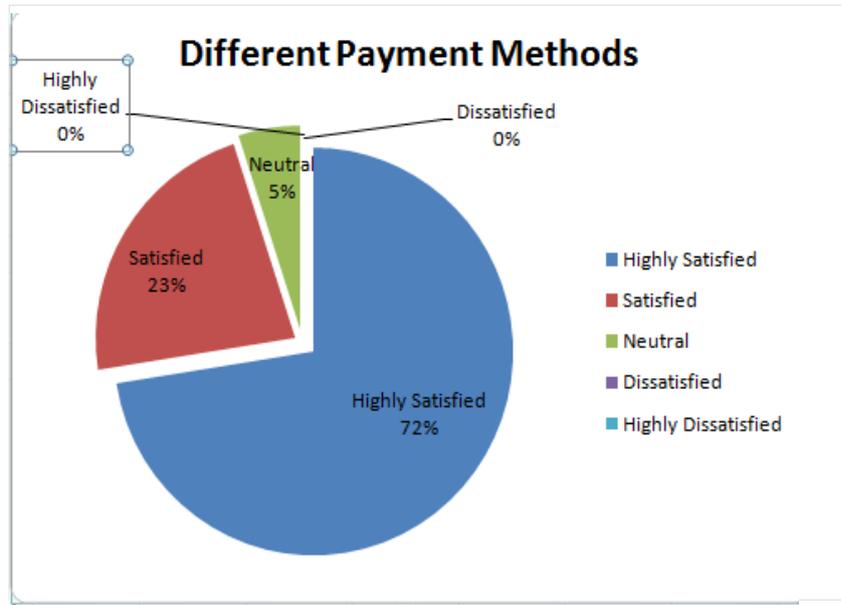
#### 2. Cash On Delivery:



**Interpretation:** As per the above pie diagram showing that, most number of respondents are satisfied with Cash on Delivery, and also most of the

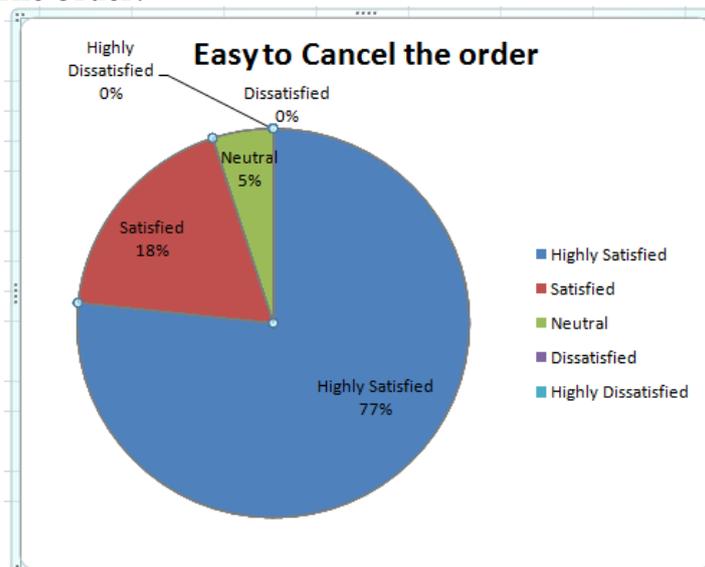
respondents are choosing online shopping with the support of Cash on Delivery.

### 3. Different Payment Methods:



**Interpretation:** As per the above pie diagram showing that, most number of respondents are highly satisfied for having multi payment methods.

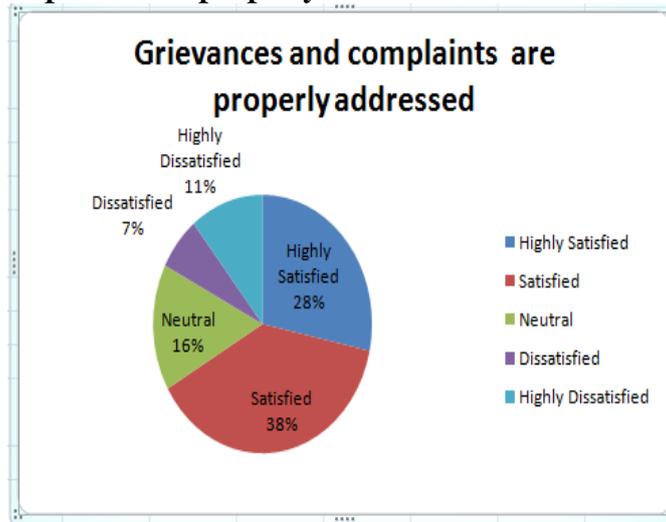
### 4. Easy To Cancel The Order:



**Interpretation:** As per the above pie diagram showing that, most number of respondents are highly satisfied with having a scope of easy and flexible

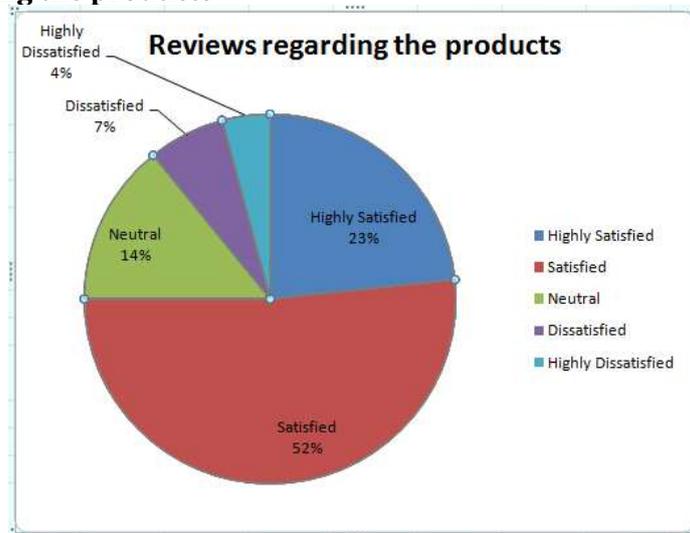
cancelling facility to their orders.

### 5. Grievances and complaints are properly addressed



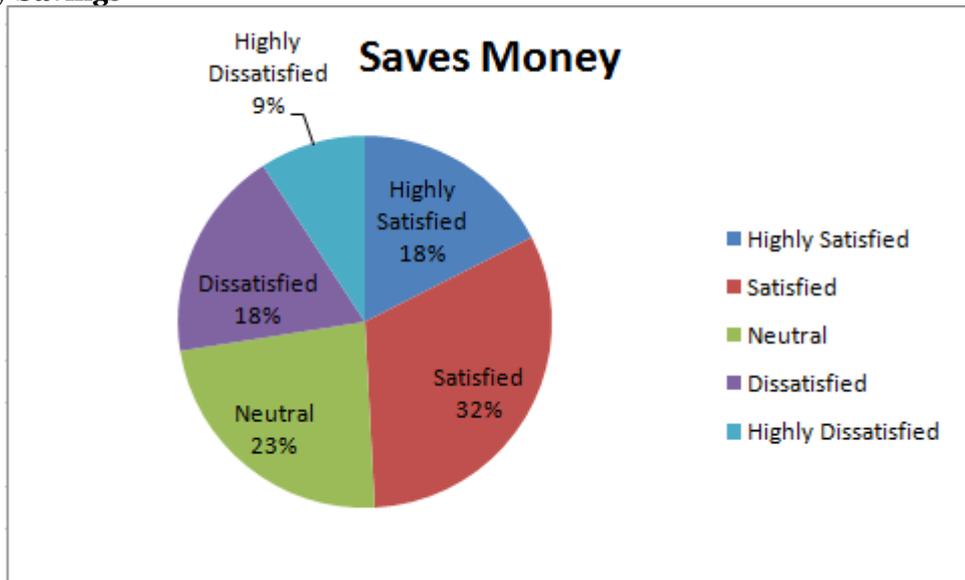
**Interpretation:** As per the above pie diagram showing that, most number of respondents are satisfied with having a scope of getting early response for their grievances and complaints.

### 6. Reviews regarding the products



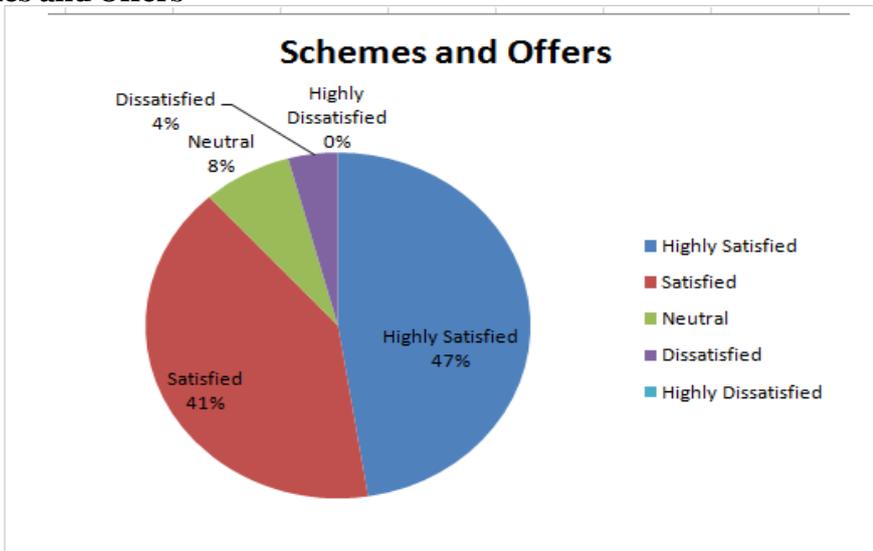
**Interpretation:** As per the above pie diagram showing that, most number of respondents are showing more interest to buy a product after analysing reviews and also they are satisfied with this facility.

**7. Money Savings**



**Interpretation:** As per the above pie diagram showing that, most number of satisfied respondents are responding that the online shopping is advisable for saving money.

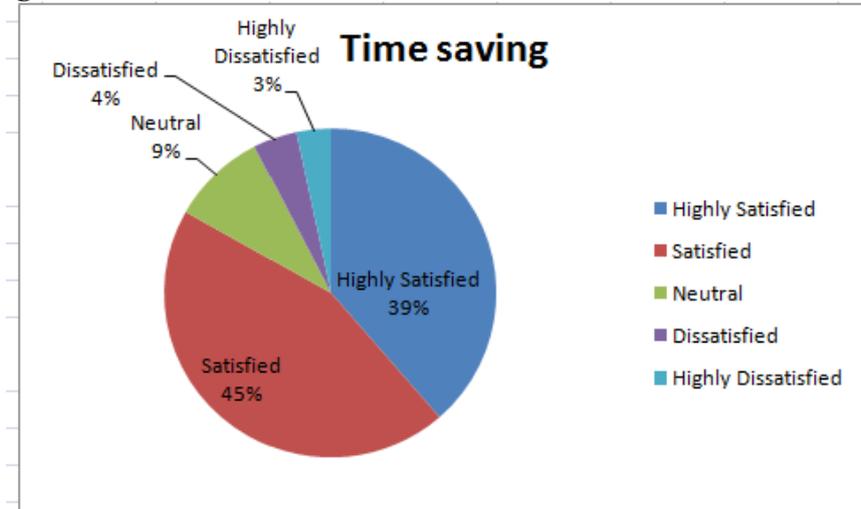
**8. Schemes and Offers**



**Interpretation:** As per the above pie diagram showing that, most number of respondents are agreeing that online shopping is the platform of more

schemes and offers, even the respondents are satisfied with offers provided by the various online businesses.

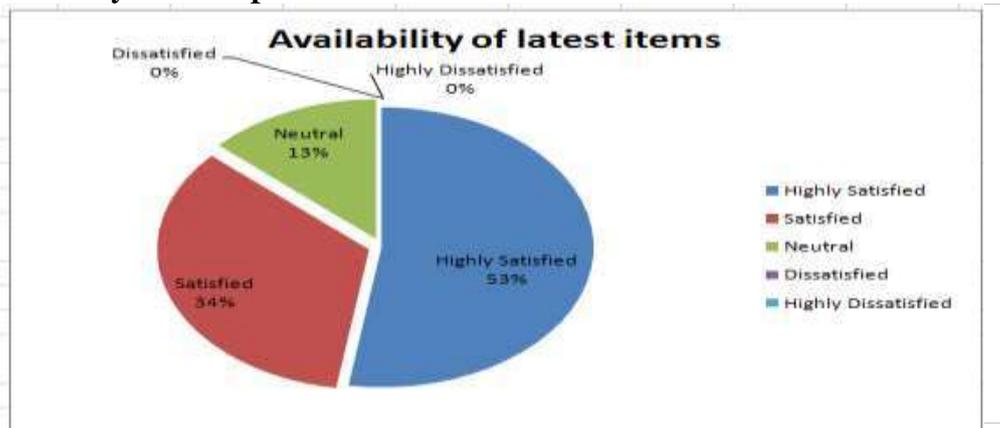
**9. Time Saving**



**Interpretation:** As per the above pie diagram showing that, most number of satisfied respondents

are responding that online shopping is more time saving.

**10. Availability of latest products**



**Interpretation:** As per the above pie diagram showing that, most number of respondents are highly satisfied with having scope of huge availability of latest items.

**FINDINGS**

1. Most number of respondents are satisfied with internet shopping
2. Most number of respondents are satisfied with Cash on Delivery, and also most of the respondents are choosing online shopping with the support of Cash on Delivery.
3. Most number of respondents are satisfied with Cash on Delivery, and also most of the respondents are choosing online shopping with the support of Cash on Delivery.
4. Most number of respondents are highly satisfied with having a scope of easy and flexible cancelling facility to their orders.
5. Most number of respondents are satisfied with having a scope of getting early response for their grievances and complaints.

6. Most number of respondents are showing more interest to buy a product after analysing reviews and also they are satisfied with this facility.
7. Most number of satisfied respondents are responding that the online shopping is advisable for saving money.
8. Most number of respondents are agreeing that online shopping is the platform of more schemes and offers, even the respondents are satisfied with offers provided by the various online businesses.
9. Most number of satisfied respondents are responding that online shopping is more time saving.
10. Most number of respondents are highly satisfied with having scope of huge availability of latest items.

## CONCLUSION

In this investigation, an Endeavour was made to investigate the elements affecting the web-based purchasing conduct of the online shoppers, in Anantapur. The primary affecting components for internet shopping were distinguished as accessibility, low value, advancements, examination, comfort, client benefit, saw convenience, the frame of mind, time awareness, trust and assortment chasing. Flipkart.com and Amazon.com were the most favoured decision of online retailers referenced by the online clients to shop from the online stores. Tickets, electronic merchandise frill, attire, books, electronic products, footwear, moment energize of a mobile phone, gifting things, were the significant classes of items/administrations purchased by the greater part of the clients. Money down was the most favoured method of instalment expressed by the clients while doing web-based shopping

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