



APPLYING STATISTICAL TOOLS TO STUDY FOCUSES ON CONSUMERS BUYING BEHAVIOUR TOWARDS ONLINE SHOPPING: WITH REFERENCE TO VIZIANAGARAM AND SRIKAKULAM DISTRICTS

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ABSTRACT

The change in technological area all over the world has changed the concept of information and communication. Internet use for commercial purposes gave rise to the existence of the electronic commerce (e-commerce) phenomenon. Online shopping or e-shopping is a form of e-commerce which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. The study focuses on consumers buying behaviour towards online shopping in Vizianagaram and Srikakulam Districts which are fast growing districts in Andhra Pradesh state. Questionnaire was used to collect the primary data from two districts in Semi urban and Urban areas. The sample size of the study was 250 and the sample design adopted was convenience sampling. To find out result some statistical tools will be used in this study to know buyer behaviour towards purchasing goods through online, this paper tried to find out the impact of online market towards purchase behaviour of consumers through statistical techniques and gives suggestions to improve the same.

KEYWORDS: *Behaviour, Consumer, E-Commerce, Online shopping, Marketing,*

INTRODUCTION

Before the World Wide Web was created, Michael Aldrich developed a system called Redifon's Office Revolution in March 1980, connecting sales companies, suppliers, and customers together. Companies were able to order supplies from suppliers and sell products to customers electronically, utilizing videotex technology. It is considered a major predecessor and influence on the development of online shopping as we know it today. In 1994, several years after the launching of the World Wide Web, online transaction systems, including banking and shopping, started emerging. The first shopping transactions were completed through NetMark and Internet Shopping Network in 1994, beginning the online shopping boom. Amazon.com and eBay launched their websites in 1995, offering online shopping options for customers. Many of the first online shopping websites utilized Intershop Online, an online shopping software system, developed in 1995 by Intershop Communications AG. The Intershop Online software allowed businesses to more easily add online shopping capabilities, or e-commerce, on their website, with secure transactions for their customers.

Internet has become increasingly significant as a marketing apparatus in recent years. It carries

opportunities for retailers to sell and communicate with their customers by an interactive and flexible medium. An online stage in businesses enables to promote items and services and ensure great customer service by enabling businesses to deal directly and reach out to a wider market. The use of the Internet as a marketing apparatus in business industry offers great benefits.

The benefits include correspondence, exchange and appropriation channel capacities. A website assumes an indispensable role in business marketing strategy as a channel for giving data about items and services. The nature of presentation and usefulness of the business content was the significant website.

Purchase of items and services on the Internet is known as online shopping. Online shopping has become increasingly famous, due to convenience (and often lower prices). Especially in the Christmas season, online shopping saves an individual the hassle of searching several stores and afterward holding up in long queues to purchase a specific item. Consumer purchasing behaviour is the entirety of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behaviour in the marketplace when buying an item or service. The investigation of consumer behaviour



draws upon sociology disciplines of humanities, brain research, humanism, and economics³.

REVIEW OF LITERATURE

Ramesh, V, Jaunky, V.C., Lafleur, C, Recent years, the idea of shopping online has become a necessity than an extravagance. The singularities of online shopping are sprouting considerably. The players of this tendency show that there is as yet a huge possible demand for these shopping trends. There are many contributing elements that are influencing these behaviours. This investigation intends to scrutinize the contributing elements that are persuading the customers and consumers to select online shopping in Mauritius. The sample size is from the respondents having exposure to online shopping or e-stores.

Alnaseri, M., Örs, M., Sheker, M., Shakir, M., Muttar, A.K, Increasing sales is the primary objective of any business. Previously, the sellers displayed their items, and the customer came to attempt to get it. Yet, after the new invention (the Internet), there is a new shopping stage called online shopping. Each society has its culture and specificities that change or influence their intentions. This research examined the Gulf States to discover the essential factors that affect their intentions to purchase from the Internet. Several variables were chosen in this examination. These variables were adopted through the results obtained through the underlying questionnaire published in the investigation network.

Wang, H., Zhang, F., Wu, G., Zhao, J., Zhao, C., Cao, X. In recent years, the scale of network marketing increase quickly. The remark data of customs after shopping will generally make comments on the nature of products. The data can provide uphold for online marketing stage, creation enterprises and market supervision departments. This paper proposes an affective registering method based on previous remarks of customs, which can make great use of remarks, yet additionally greatly reduce the trouble of discovering better items.

Hendar, Sudarti, K., Rhemananda, H. This paper expects to acquire an accurate understanding of consumer acceptance behaviour about m-shopping based on the variables that have been explored in the literature, and as determinant of

fulfilment and repurchase intention. This paper selected 200 m-shopping customers in Indonesia and examines the regression relationship between the dimension of perceived m-shopping customer and online customer fulfilment and repurchase intention. The discoveries showed that all perceived m-shopping components (ease of use, usefulness, enjoyment, and value) determine online customer fulfilment and further lead to repurchase intention. By examining diverse literature about perceived m-shopping.

OBJECTIVES OF THE STUDY

1. To identify the most preferred online shopping sites
2. To find out the preferred product for purchase through online shopping
3. To analyse the consumer opinion on the risk involved in online shopping.

RESEARCH METHODOLOGY

Primary and Secondary Data: The Researcher used Descriptive Research Design in this research. Essential Data's were collected utilizing questionnaire and Secondary information's were collected from diaries, books and websites. The collected information was edited, coded, classified and tabulated for investigation. The examining technique used by the researcher is convenience inspecting. Sample size taken for the examination is 250.

Sample Area

To find out impact of consumer behaviour towards online shopping questionnaire has been distributed in semi urban and urban areas of Vizianagaram and Srikakulam Districts which are growing vastly in Andhra Pradesh state.

Sample Size

To find impact of consumer behaviour towards online shopping questionnaire, we have taken 250 samples based on consumer power in both districts, samples have been taken from each district.

Statistical tools

Here to find out consumer preference and opinion towards online shopping some of the statistical tools have been applied such as percentages, Mean, Standard Deviation and ranking



DATA ANALYSIS & INTERPRETATIONS

Table 1: Ranking of Products Purchased Through Online Shopping

Online Products	N	Minimum	Maximum	Mean	Rank
Housewares	250	1	10	6.53	10
Clothes	250	1	10	4.47	2
Electronic products	250	1	10	3.43	1
Cosmetic & Jewelry	250	1	10	5.35	6
Gifts	250	1	10	5.68	7
Books	250	1	10	5.01	4
Music	250	1	10	4.74	3
Tickets	250	1	10	5.14	5
Food	250	1	10	6.09	8
Games	250	1	10	6.03	9

Sources: Primary Data

From the above table obviously electronic items rank 1 in online shopping and it is followed by clothes in the second position and Music in the third

position and houseware items are ranked tenth in online shopping.

Table 2: Ranking of Online Shopping Sites

Online Sites	N	Minimum	Maximum	Mean	Rank
Snapdeal.com	250	1	11	4.07	3
Bigbasket.com	250	1	11	8.05	11
Paytm.com	250	1	11	5.07	5
Amazon.in	250	1	11	3.03	1
Flipkart.com	250	1	11	3.15	2
Myntra.com	250	1	11	6.23	7
Shopclues.com	250	1	11	7.11	8
Pepperfry.com	250	1	11	7.63	10
Goodlife.com	250	1	11	7.25	9
Ebay.in	250	1	11	5.08	4
Jabong.com	250	1	11	6.01	6

Sources: Primary Data

From the above table it is inferred that Amazon.in is ranked first in online shopping sites by the respondents followed by Flipkart.com and

Snapdeal.com in the second and third position. Bigbasket.com is in the eleventh position in online shopping sites.

Table 3: Consumers Opinion On Product Risk in Online Shopping

Opinion Of Consumers On Product Risk In Online Shopping	Mean	Std. Deviation
Risk involved in exchange of product	3.17	1.324
I might receive malfunctioning merchandise	3.14	1.133
I might not get what I ordered through online shopping	3.20	1.253
I might get damaged product	3.21	1.290
It is hard to judge the quality of merchandise over Internet	3.28	1.175
I may not get after sale service	3.24	1.335

Sources: Primary Data

Result: From the table it is inferred that significant danger involved in danger in online shopping is the trouble to judge the nature of item through internet value with a mean value of 3.28 followed by trouble that may involve in benefiting after sale service with a mean value of 3.24, damaged

item with a mean value of 3.21, danger in not getting the item ordered through online with a mean value of 3.20, hazard involved in exchange of item with a mean value of 3.17 and receipt of breaking down merchandise with a mean value.



Table 4: Descriptive Statistics On Consumers Opinion On Perceived Risk in Online Shopping

Opinion Of Consumers On Perceived Risk In Online Shopping	Mean	Std. Deviation
I feel that my personal information given for transaction to the retailer may be compromised to 3rd party	3.04	1.280
I might get overcharged if I shop online as the retailer has my credit-card information	3.21	1.126
I feel that my credit-card details may be compromised and misused if I shop online	3.68	1.056

Sources: Primary Data

From the table it is inferred that hazard about credit card is the major perceived danger in online shopping with a mean value of 3.68, followed by over change that might be imposed

with a mean value of 3.21 and compromise of person data with outsider with a mean value of 3.04.

Table 5: Descriptive Statistics On Consumer Opinion On Convenience Risk In Online Shopping

Consumer Opinion On Convenience Risk In Online Shopping	Mean	Std. Deviation
If I shop online I cannot wait till the product arrives	3.45	1.086
I will have problem in returning product bought online	3.23	1.271
It is not easy to cancel orders when shop online	3.09	1.350
I feel that it will be difficult settling disputes when I shop online	2.81	1.414
Finding right product online is difficult	3.44	1.181
I cannot get to examine the product when I shop online	3.23	1.310

Sources: Primary Data

From the table it is inferred that anxiety till the item arrives is a significant main consideration in convenience hazard with a mean value of 3.45 followed by trouble in discovering right item online with a mean value of 3.44. Other subsequent components that contribute towards convenience danger in online shopping include that unrealistic to

examine item in online shopping with a mean value of 3.23, problem encountered in returning the item when purchased through online with a mean value of 3.23, trouble to cancel orders when shop online with a mean value of 3.09 and trouble to settle disputes when shopped online with a mean value of 2.81.

Table 6: Descriptive Statistics On Non-Delivery Risk in Online Shopping

Opinion Of Consumers On Non Delivery Risk In Online Shopping	Mean	Std. Deviation
I might not receive the product ordered online	3.32	1.032
I do not shop online because of non-availability of reliable & well-equipped shipper	3.40	1.069

From the table it is inferred that with regard to non - delivery hazard, non-accessibility of reliable and well-equipped shipper is the main consideration with a mean value of 3.40 followed by the way that they may not receive the item ordered online.

FINDINGS OF THE STUDY

- Electronic items are positioned number 1 in web based shopping and it is trailed by garments in the second position and Music in the third position concerning the items bought through internet shopping.

- Amazon.in is positioned first in web based shopping locales by the respondents followed by Flipkart.com and Snapdeal.com in the second and third position in favored internet shopping destinations.
- Major hazard associated with danger in web based shopping is the trouble to pass judgment on the nature of item through web an incentive with a mean estimation of 3.28 followed by trouble that may include in profiting after deal administration with a mean estimation of 3.24



- Risk about charge card is the major seen danger in web based shopping with a mean estimation of 3.68, trailed by cheat that might be forced with a mean estimation of 3.21.
- Anxiety till the item shows up is a significant central point in comfort hazard with a mean estimation of 3.45 followed by trouble in discovering right item online with a mean estimation of 3.44.
- With respect to non - conveyance hazard, non-accessibility of dependable and well-prepared transporter is the central point with a mean estimation of 3.40.

DISCUSSIONS AND IMPLICATIONS

Web based retailing is a developing in a wonder way around the world. Numerous examinations have been led by different exploration researchers and academicians at public level and worldwide level by investigating different variables that influence purchasing conduct of online customers. Discoveries in this investigation add to understanding the idea of internet shopping and the danger that effects on clients' buy conduct. The discoveries can assist directors with bettering see how clients assess internet shopping danger and how they are performing on various measurements to distinguish potential zones that need improvement. Subsequently this stage gives chiefs a chance to make better impressions that may pass on administration nature of internet shopping to clients. Chiefs invest energy, exertion and regularly funds in planning the insides of their physical stores, the online supervisors ought to likewise offer significance to great inside plan in any event, for their online stores.

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