

A Empirical Survey: Various Parameters That Influences Customer During Online Shopping

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ABSTRACT

Online buying and shopping is a growing concept in the area of E-Commerce and is absolutely seen to be the future of Online shopping in Indian market. Majority of the companies are operating their online websites to promote and sell their products as well as services through online medium/website. In present scenario with increase use of internet in India online shopping is very much used by Indians.

In this research paper we studied Factors which influences Customers during Online Shopping. we have taken rural and urban consumer who purchase regularly online as well as traditionally i.e. offline from near by market shops. we try to collect primary data through survey (questionnaire) also consider all possible parameters which impact purchase decision of a individual. analyzes data by keeping secondary data available through various reports and magazines .

The parameters, which we are considering like Time, Offer, Suggestion from friends and family, unavailability of product, variety available online etc. in combination of factors such as area, marital status, age, gender and income of the respondents. satisfaction of customers in online shopping market, future purchasing behavior, frequency of transactions in online shopping, total numbers of items buy, and total spending in online shopping or other parameters keeping in mind while analyzing collected data .

The results of this research indicates that online shopping market in India is growing like any thing and affected by several parameters together .

Keywords: Online Customers, Online shopping, influential Factors.

I. INTRODUCTION

Indian market changing surprising due to the internet revolution and paradigm change in the customer's shopping behavior. The initial development of Internet was conceptualized information as a tool for exchanging information between peoples. Internet has becomes major and significant tool for customers and business firms in these days. In respect to Market perceptive, to continued survival in the future not only depends on it but also how well we can combine it in our business .

Due to this new trend in different business , there are vast numbers of goods and services being available online ne medium. consumer of all age group, income group, gender, Education and marital status using internet based online shopping platform. mobile is in reach of vast group and become a power full tool for the shopping. offers and scheme provided by online companies attract every one but due to less knowledge few customer would like to do shopping on convenient traditional method. also reach of online platform in remote are makes them popular among customers.

A mix perception about online shopping seen in consumer sector. Although a general image is that , online business has benefited the business companies as well as the customers. by offering home delivery and less price 24*7 availability . sometime consumer have doubt for product quality , return policy, payment gateway, safety, security etc.. most missing aspect is physical feel and trust bond in comparison to traditional

The introduction of the research paper explains the nature of the problem, purpose, and the contribution of the research work. The contents of each section may be provided to understand easily about the research paper.

To achieve the objectives of the research, it uses both types of research i.e. qualitative and quantitative. The investigative analysis was applied through reviewing of existing works that used for the extraction of the significant parameters. For implementing descriptive analysis, a survey of customers was done using a questionnaire. Research data was collected from primary as well as secondary sources. The primary data collected through interviews and questionnaires and secondary data were collected from websites, journals, print media, research publications, books and libraries.

DATA ANALYSIS

The sample sizes for questionnaire were taken the view of 250 customers. Questionnaire was initially tested for 20 samples to make sure the validity of the survey. Post removal of incomplete questionnaire, unreturned questionnaire and illogical answers, the final data considered for analysis was 200 as shown in Table 1. The sample for questionnaire was collected from random palaces in Bhopal city with high Internet diffusion rate.

Table 1: No. of data collected through questionnaire

City	Total Questionnaire Distributed	No considered for Study	Considered for Study
Bhopal	250	50	200

Table 1.1

Factors influences towards online shopping area wise ?				
Parameters	Rural	percentage	Urban	Percentage
Time	24	24	35	35
Offer	30	30	27	27
Suggestion from Friends and family	11	11	9	9
Unavailability of products at local market	15	15	8	8
Variety available online	20	20	21	21
Total	100	100	100	100

In above table1.1 we analyzed Factors influences towards online shopping . Time, Offer, Suggestion from Friends and family, Unavailability of products at local market and Variety available online are the parameters in consideration . opinion from 100 rural customer and 100 urban customer were collected through survey.

In Rural and Urban area respectively time is considered influential factor by 24 % and 35 % of customers ,Offer is considered influential factor by 30 % and 27 % of customers, Suggestion from Friends and family is considered influential factor by 11 % and 9 % of customers, Unavailability of products at local market considered influential factor by 15 % and 8 % of customers, Variety available online considered influential factor by 20 % and 21 % of customers.

Table No. 1.2

Factors influences towards online shopping by Yearly Income wise ?						
Area	Parameters	Income wise				Total
		Low Income Group (below 2 lakh)	Medium Income Group (2-5 lakh)	High Income Group (5-10 lakh)	Very High Income Group (above 10 lakh)	
Rural	Time	6 (12%)	10 (20%)	11 (22%)	10 (20%)	37 (18.5%)
	Offer	11 (22%)	11 (22%)	15 (30%)	4 (8%)	41 (20.5%)
	Suggestion from Friends and family	8 (16%)	11 (22%)	11 (22%)	10 (20%)	40 (20%)
	Unavailability of products at local market	13 (26%)	8 (16%)	3 (6%)	2 (4%)	26 (13%)
	Variety available online	12 (24%)	10 (20%)	10 (20%)	24 (48%)	56 (28%)
	Total	50 (100%)	50 (100%)	50 (100%)	50 (100%)	200 (100%)
Chi Square 70.917**						
Urban	Time	8 (16%)	10 (20%)	11 (22%)	10 (20%)	39 (19.5%)
	Offer	23 (46%)	16 (32%)	15 (30%)	4 (8%)	58 (29%)
	Suggestion from Friends and family	8 (16%)	11 (22%)	11 (22%)	8 (16%)	38 (19%)
	Unavailability of products at local market	6 (12%)	8 (16%)	4 (8%)	2 (4%)	20 (10%)
	Variety available online	5 (10%)	5 (20%)	9 (18%)	26 (52%)	45 (22.5%)
	Total	50 (100%)	50 (100%)	50 (100%)	50 (100%)	200 (100%)
Chi Square		44.145**				

** Significant at 0.01 level

In above table 1.2 we analyzed Factors influences towards online shopping Income group wise . Chi square test used to analyze where χ^2 test results found significant in rural & urban area . Time, Offer, Suggestion from Friends and family, Unavailability of products at local market and Variety available online are the parameters in consideration . opinion from 50 male , 50 female from 100 rural customer and 50 male , 50 female from 100 urban customer were collected through survey.

In Rural area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Low Income Group (below 2 lakh) customers, 12 % , 22 %, 16 % , 26 % and 24 % .,for Medium Income Group (2-5 lakh) customers 20 % , 22 %, 22 % , 16 % and 20 % High Income Group (5-10 lakh) customers 22 % , 30 % , 22 % , 6 % and 22 % very high Income Group (above 10 lakh) customers 20 % , 8 %, 20 % , 4 % and 24 % .

In Urban area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Low Income Group (below 2 lakh) customers, 16 % , 23 %, 16 % , 12 % and 10 % .,for Medium Income Group (2-5 lakh) customers 20 % , 32 %, 22 % , 16 % and 20 % High Income Group (5-10 lakh) customers 22 % , 30 % , 22 % , 8 % and 18 % very high Income Group (above 10 lakh) customers 20 % , 8 % , 16 % , 4 % and 52 % .

Table no. 1.3

Factors influences towards online shopping Gender wise ?						
Parameter	Gender					
	Rural			Urban		
	Male	Female	Total	Male	Female	Total
Time	18 (36%)	5 (10%)	23 (23%)	31 (62%)	5 (10%)	40 (40%)
Offer	17 (34%)	13 (26%)	30 (30%)	10 (20%)	17 (34%)	27 (27%)
Suggestion from Friends and family	3 (6%)	9 (18%)	12 (12%)	4 (8%)	5 (10%)	9 (9%)
Unavailability of products at local market	8 (16%)	6 (12%)	14 (14%)	3 (6%)	4 (8%)	7 (7%)
Variety available online	4 (8%)	17 (34%)	21 (21%)	2 (4%)	19 (38%)	21 (21%)
Total	50 (100%)	50 (100%)	100 (100%)	50 (100%)	50 (100%)	100 (100%)
Chi Square	91.029**					

** Significant at 0.01 level

Source: Data Collected through survey

In above table 1.3 we analyzed Factors influences towards online shopping gender wise . Chi square test used to analyze where χ^2 test results found significant in rural & urban area . Time, Offer, Suggestion from Friends and family, Unavailability of products at local market and Variety available online are the parameters in consideration . opinion from 50 male , 50 female from 100 rural customer and 50 male , 50 female from 100 urban customer were collected through survey.

In Rural area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Male customers, 36 % , 34 % , 6 % , 16 % and 8 % .

In Rural area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Female customers, 10 % , 26 % , 18 % , 12 % and 34 % .

In Urban area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Male customers, 62 % , 20 % , 8 % , 6 % and 4 % .

In Urban area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Female customers, 10 % , 34 % , 10 % , 8 % and 38 % .

Table no 1.4

Factors influences towards online shopping Marital Status wise ?						
Parameter	Marital Status					
	Rural			Urban		
	Married	Unmarried	Total	Married	Unmarried	Total
Time	15 (30%)	9 (18%)	24 (24%)	29 (58%)	8 (16%)	37 (37%)
Offer	24 (48%)	7 (14%)	31 (31%)	11 (22%)	16 (32%)	27 (27%)
Suggestion from Friends and family	4 (8%)	8 (16%)	12 (12%)	4 (8%)	5 (10%)	9 (9%)
Unavailability of products at local market	4 (8%)	10 (20%)	14 (14.%)	5 (10%)	6 (12%)	11 (11%)
Variety available online	3 (6%)	16 (32%)	19 (19%)	1 (2%)	15 (30%)	16 (16%)
Total	50 (100%)	50 (100%)	100 (100%)	50 (100%)	50 (100%)	100 (100%)
Chi Square	105.793**			106.795**		

** Significant at 0.01 level

In above table 1.4 we analyzed Factors influences towards online shopping Marital Status wise . Chi square test used to analyze where χ^2 test results found significant in rural & urban area . Time, Offer, Suggestion from Friends and family, Unavailability of products at local market and Variety available online are the parameters in consideration . opinion from 50 married , 50 unmarried from 100 rural customer and 50 married , 50 unmarried from 100 urban customer were collected through survey.

In Rural area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Married customers, 30 % , 48 % , 8 % , 8 % and 6 % .

In Rural area respectively time ,offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Unmarried customers, 18 % , 14 % , 16 % , 20 % and 32 % .

In Urban area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Married customers, 58 % , 22 % , 8 % , 10 % and 2 % .

In Urban area respectively time, offer, Suggestion from Friends and family , Unavailability of products at local market and Variety available online is considered influential factor by Unmarried customers, 16 % , 32 % , 10 % , 12 % and 30 %

CONCLUSION

The results for customers response across different demographics factors with parameters shows that gender impacts frequency of online shopping positively and Income impacts overall spend on online shopping. The overall results prove that the respondents have perceived online shopping in a positive manner. This clearly justifies the growth of online shopping in the Bhopal city and near by area . However, the frequency of online shopping is relatively less in the near by area in comparison to Bhopal city . Online shopping companies can use the significant variables and factors, discussed in the study, to prepare their plans in the Bhopal city. The companies can prioritize the customer's requirements and clear necessities in online shopping. The results can also be used by different companies to recognize their objective customer's base.

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